

How To Become An Instant Publisher



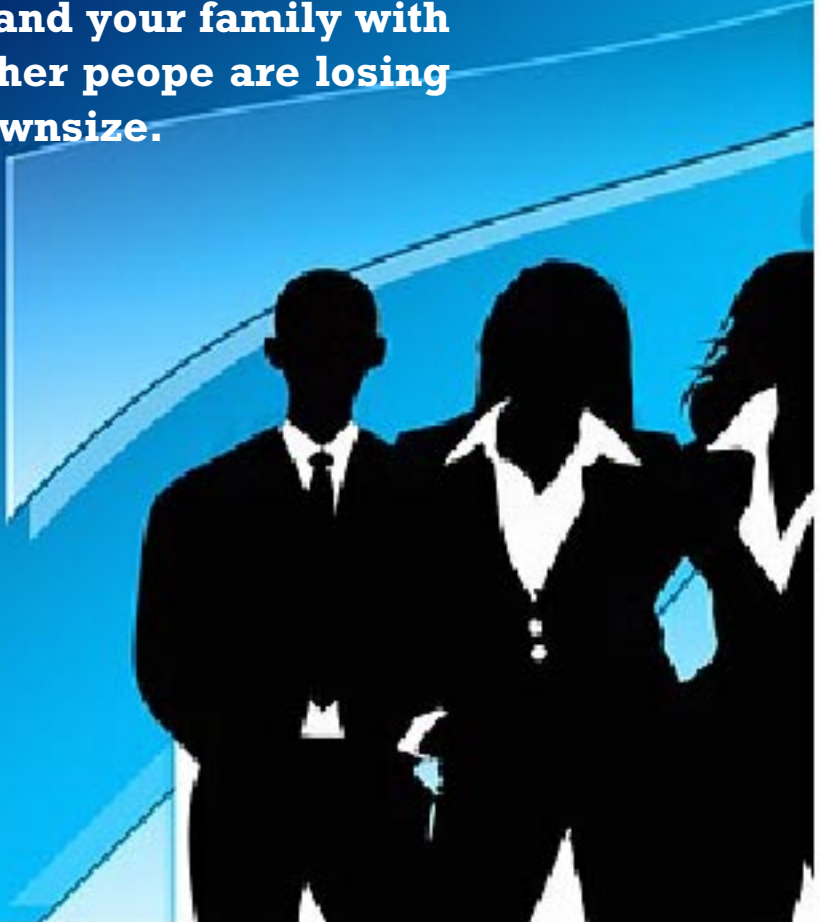
Writing, Pricing And Selling Your Books

Building a successful business in the comfort and safety of your own home doesn't require any great magic formula or any particular special skills. It does require a desire to succeed and a sense of stick-to-it-tivity not found in a job where you work for someone else.

You are the boss. The decisions you will make as you build and organize your home business are yours alone, and how you arrange and divide your time and energy will determine whether or not your business will grow and succeed or if it will fail.

The first step is to have an idea. The second step is to develop your idea into a viable business that will provide you and your family with an income for life when other people are losing their jobs as businesses downsize.

This book will provide you with some really good ideas.



HOW TO BECOME AN INSTANT PUBLISHER
WRITING, PRICING AND SELLING YOUR BOOKS
BOOK FIVE

HOW TO BECOME AN INSTANT PUBLISHER WRITING, PRICING AND SELLING YOUR BOOKS BOOK FIVE

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How To Get Paid Writing Simple Greeting Cards

Most of us enjoy getting greeting cards from time to time. Birthdays, anniversaries, holidays, the birth of a baby, and other occasions mean even more to us when we are remembered by friends, relatives and colleagues. A well written card can make a genuinely personal statement for any occasion. That's why greeting cards continue to be a sincere and effective means of communication. In fact, the demand for greeting cards is such that it is now a multi-billion dollar industry and still growing.

Since there will always be birthdays, holidays and other occasions appropriate for card sending, the market remains stable and prosperous for talented and creative writers. Besides the ever popular traditional greeting card messages, greeting card companies are constantly looking for fresh and innovative ideas and concepts. And although most companies employ staff writers and artists, the opportunity for free-lance writers is very real and substantial. Many greeting card companies actually encourage free-lance writers to submit a regular stream of card ideas.

Writing greeting cards on a free-lance basis is a creative way for writers to make excellent part-time money. In some cases, extremely talented and prolific writers can write greeting cards full time and make a comfortable living. Of course, the amount of success a free-lance writer can expect from writing greeting cards depends on talent, initiative, knowledge of the industry, and time devoted to creating new ideas and concepts.

Many free-lance writers are attracted to writing greeting cards simply by the nature of the work. Everything is usually accomplished from the writer's own home. All that's needed is a typewriter and a fairly consistent supply of new ideas. There are no agents, or complex contracts to deal with, and most business transactions are done by mail.

As a rule, writers who have success in the greeting card industry are creative people who not only love to write, but also understand what other people want in greeting cards. These writers have learned the secret of "marketability and sendability" and as a result are able to express, in a minimum number of

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words, a multitude of sentiments.

Getting started writing greeting cards on a free-lance basis is not at all difficult. You don't have to possess a college degree, or live in New York. What you will need is the ability to create messages that people want to send and receive. You'll also need to be familiar with what is already on the market; what people are buying and sending. Then you'll need to know which companies are most likely to accept your particular type of submissions.

This report will offer information and suggestions about the greeting card industry and how to create and submit material that could earn you \$150 or more per idea. It is not intended as a guarantee against rejection. Even the most successful writers are familiar with editor's rejections. But, if you are creative, enjoy writing, and are willing to follow specific company guidelines, you could soon be making good money doing something that is both fun and challenging.

WHAT GREETING CARD COMPANIES ARE LOOKING FOR

While the greeting card industry is not stagnant, and new ideas and trends are frequently being developed, the three basic card categories remain the same — traditional, studio (or contemporary) and alternative. And when publishing a line of greeting cards, in any category, a company must cater to the people who are most likely to buy and send cards. In most cases, that means women between the ages of 18 and 50. So the majority of companies are looking for cards that target issues these women care about; relationships, success, religion, money, health, and so on.

Even though traditional and contemporary cards continue to be a staple of the greeting card industry, there may be an even better opportunity for the free-lance writer in tune with relevant issues. Issue oriented, or alternative cards, are becoming increasingly popular even with smaller companies that are expanding their lines in order to reach this growing market.

Alternative cards offer a response to non-traditional card-sending situations and can be just as viable a means of communication as traditional cards. Some of today's best selling cards are non-traditional cards commemorating new jobs, promotions, and salary raises. Other top selling alternative cards deal with relationships, even the break-up of marriages. Still another significant line of alternative cards is aimed at people who have experienced, or are experiencing, drug and alcohol addictions. At least one greeting card company has already created a complete line of such cards, in cooperation with a drug and alcohol abuse foundation.

Whether the sending situation is traditional or non-traditional, it's safe to say most companies prefer a personal, conversational style message rather than a verse of rhyme. However, rhymed verse is often used for inspirational cards, which also have a fairly large market. Most companies specify their individual

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preferences in their writer's guidelines. That's why it is essential to know what a specific company is looking for before you make a submission.

Another ingredient many companies are looking for is humor. Cards that convey a message with humor are very popular, especially with the baby boom generation, which makes up a large portion of the card-sending market. The preference, even with humor, is for short messages that are immediately understood and funny. The ideal is to have an attention-getting, one-sentence lead in on the outside (or front) of the card, with an equally brief, but effective, punch line inside. The intention is to get the potential buyer/sender hooked by the lead-in message so she/he can't resist opening the card to get to the punch line.

Companies that are looking for humorous card ideas are usually emphatic and clear about the kinds of humor they will accept. As a rule "corny" or sentimental humor is not preferred. Most companies request humor that is "off-the-wall," "laugh-out-loud," "irreverent," "outrageous," and in many cases, "risque." In other words, try to make your humorous ideas as "cliche'-free," unpredictable, and funny as you can.

In general, most greeting card companies are looking for cards that are appropriate for traditional sending occasions, as well as cards for newer "issue" oriented situations. Here are several of the most sought after types of card ideas:

(1) Birthdays. Since there's never a shortage of birthdays, the market for original birthday cards, both humorous and serious, remains a steady market for writers. Birthday cards can make us laugh about getting older, or they can be sensitive, serving as a reminder of the positive side of life, past and future.

(2) Friendship. Good friends are hard to find, and keep. That's why friendship cards continue to be a profitable part of the greeting card industry. Most friendship cards deal with the general value of friendship, or the significance of a specific friendship. Again, both humorous and serious card ideas are acceptable to most greeting card companies. The main thing is that the ideas must be original and genuinely and clearly express some positive aspect of friendship.

(3) Get Well. Like birthday cards, the need for get well cards remains constant. Most people with not-so-serious illnesses appreciate humorous get well cards. But, prospective writers should be cautioned to stay away from over-used and worn out hospital humor concerning hospital gowns, hospital food and so on. Greeting card companies are looking for fresh ideas, not a re-working of old ones.

There is also a need for non-humorous get well cards that express appropriate, and sensitive sentiments toward someone experiencing a serious illness. What greeting card companies are looking for here is a sensitive approach to a serious, and even grave situation. Sometimes the sentiment "get well soon" is not appropriate, even for get well cards.

(4) Sympathy. Unfortunately, sympathy cards are always needed. To fill that

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need, a writer must be able to address the loss of a loved one with good taste and sensitivity.

(5) Love And Romance. Writers of love and romance card ideas will do well to address all kinds of love and different aspects of romance; first love, long-term romantic relationships, marriage, sharing, trust, commitment, renewing an old romance, and so on. The market is good for both humorous and serious cards addressing the themes of love and romance.

(6) Support And Encouragement. This type of card has increased in popularity over the past decade and offers creative writers a good deal of opportunity. These cards can be given to friends, relatives, colleagues, lovers — anyone who might need to know that they are not alone. The most common message with this type of card is “I’m here for you.” These cards offer both encouragement and support, and can be treated in either a serious or humorous manner.

(7) Inspirational Cards. Most companies looking for inspirational cards request messages that address spiritual or human potential. These cards normally deal with some aspect of personal growth, are non-humorous, utilize sensitive language, and require an understanding of the spiritual and human condition.

(8) Alternative Cards. These cards are designed for non-traditional sending occasions. The most common card ideas in this line are those offering congratulations for a new job, job promotion, or raise in salary. More serious issues, such as divorce, terminal illness, and substance abuse, are also top-selling themes in the alternative card line.

The main thing a writer should remember is that greeting card companies are all looking for fresh ideas and messages, not time-worn cliches and sappy sentiment. Greeting card messages should be immediate and clear. Writers should avoid wordy or complex messages, and be direct and original. In short, most greeting card companies are looking for ideas they haven’t seen or heard before.

HOW TO SUBMIT IDEAS

Most greeting card companies have their own specific guidelines for submitting editorial, verse, and artwork. You can find out what each greeting card company requires by writing a brief letter, asking for a copy of their writer’s guidelines. You should always include a Long Self-Addressed, Stamped Envelope (LSASE) with your request. And if the guidelines are available, you should receive them in two or three weeks. Your request letter need not be more than a simple, polite request. For example:

Jane Doe Locust Lane Jackson, OH 45640

American Greetings 10500 American Rd. Cleveland, OH 44144

(Your letter does not need to be addressed to a specific person.)

Please send me a copy of your writer’s guidelines. I have enclosed an SASE for your convenience. Thank you.

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Sincerely,
Jane Doe

In order to send your request letters, you will, of course, need a list of greeting card company addresses. You can get this information from several different sources. One good source is the Writer's Market from Writer's Digest Books in Cincinnati, Ohio. Another source is The Writer's Handbook published by The Writer, Inc., Boston, MA.

Both of these publications contain sections on greeting cards, featuring alphabetical listings of many companies with assorted information, including addresses and the availability (or not) of writer's guidelines. Some libraries have these books in their reference sections, but if not, be prepared to spend \$20 to \$25.

While both the Writer's Market and The Writer's Handbook are valuable tools for free-lance writers, there are a couple of more economical ways to get the information you need. One way is by writing to: Artist and Writer's Market, The Greeting Card Association, 1356 New York Ave. NW, Suite 615, Washington, DC 20005. Be sure to include an SASE with your request. You can also visit card racks in various stores and select the lines that appeal to your particular creativity. Jot down the companies that interest you and send them a request letter.

Trade magazines such as Greetings, published by Mackay Publishing Corporation of New York, also offer specific greeting card company information, as well as information about the latest trends, trade shows, and seminars.

While submission guidelines may vary from company to company there are some generalizations that can be made.

(1) Each message or verse should be typed on a separate piece of paper (8 1/2" x 11"), or 4" x 6" or 3" x 5" slips of paper or index cards. Most companies require submissions on 3" x 5" index cards, but in some cases studio-card submissions may be required on 9" x 9 1/2" folded paper.

(2) In most cases you will be required to use only one side of the submission card or paper. Your name, address, and phone number should be placed in the upper left-hand corner of each submission, and the message or verse in the center.

(3) Most companies will allow from 5 to 15 separate card ideas with each submission. If you are not sure how many ideas or verses a specific publisher will accept in one group, send no more than 10.

(4) Each submission should be accompanied by a brief cover letter. The letter should be addressed to the editor or editorial staff, and briefly indicate what you are submitting. The cover letter should be no longer than a short paragraph. Also include an SASE for return of any submissions not accepted.

(5) If you make a lot of submissions, you'll need to keep organized. The

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best way to do this is to create your own coding system. Your system doesn't have to be elaborate or complex — just something you will understand. One simple coding system is to place your initials, the company initials, and a number in the upper right-hand corner of each submission card.

Here's a sample card submission:

Jane Doe

JD-AM-1 Locust Lane Jackson, OH 45640 (Phone number)

ANOTHER BIRTHDAY!

I'm Glad I Haven't Known You All Of Your Life

I Couldn't have afforded FORTY Birthday Cards!

Most greeting card company writer's and artist guidelines will follow the general format outlined above. However, you should never take submission guidelines for granted. Before you submit, get the company guidelines and follow them to the letter.

ARTWORK

It's not necessary for free-lance writers to furnish artwork as well as the editorial for card ideas. As a rule, greeting card companies have artists on staff, or they commission artists to illustrate accepted new card ideas. That doesn't mean writers cannot submit their own artwork too. Many companies are pleased to hear from creative individuals who can provide both the editorial and the artwork. Again, you should refer to each company's writer's and artist's guidelines to familiarize yourself with individual company policies.

If you are an artist, illustrator, designer, or photographer, and wish to submit some concept to a greeting card company, you should understand that most companies do not accept original artwork of any sort. Instead, you'll be required to submit slides, photocopies, photos, promotional pieces, or some other reproduction of your work. Generally, greeting card companies like to see an artist's style before they ask for an original work or contract for an assignment. So don't send any original artwork unless a company specifically requests that you do.

Whatever representations of your artwork you send, you'll most likely be required to reduce your submissions to standard sizes — 5" x 7" or 4 3/4" x 6 1/4" for cards, and 4 1/8" x 5 1/2" for postcards. Photographs are often required to be submitted in the form of transparencies. And color, or hand-colored work is usually preferred over black and white.

Every piece of artwork you submit should include your name, address, and telephone number. And while it is not necessary, you can place the copyright symbol next to your name. You should also include an SASE if you want your material returned. Make sure the envelope is large enough to hold your submission,

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and be sure it's stamped with the proper amount of postage.

Usually, the relationship between copy and artwork is significant. It's a good idea for writers to think of, or plan, the card as an entire concept. Even if you are not artistically inclined, most card company editors appreciate intelligent suggestions from writers about an overall concept.

NOVELTY IDEAS

Writing messages and verse for greeting cards is not the only way a freelance writer can use such a talent to make money.

There's also a good market for writing messages for posters, t-shirts, buttons, telephone answering machines, wedding invitations, and other items. In fact, many greeting card companies also feature a line of novelty items. Some of these companies pay the same flat fee for a novelty message as they do for a greeting card idea.

The greeting card companies also involved with novelty items are usually in need of editorial and/or concepts for buttons, mugs, key rings, plaques, bookmarks, refrigerator magnets, and other such items. In most cases novelty humor as well as serious themes are accepted.

Mugs, which are popular gift items, work best with strong personal me-to-you messages. Some popular themes companies look for include birthday, get well, and personal relationships. The messages are similar to greeting card messages, but must be expressed in one line since the message is only on the outside of the mug, rather than the typical two-line greeting card.

In general, slogans, sayings, or any copy for non-card products should follow several guidelines. First of all, a novelty product must accurately reflect the lifestyles, attitudes, and personalities of the people who use or wear the product. That also means that the written message must be some catchy and relevant statement about a multitude of life experiences. The messages on novelty products are usually philosophical statements about relationships, dieting, school, sex, work, men, women, hobbies, etc.

When creating slogans and statements for novelty products, it's important to keep in mind that the end result should be a means of self-expression. People use or wear such products as a fun way to make personal statements. In many cases novelty products are humorous items that allow us to make fun of life's ups and downs as well as ourselves.

SUCCESS ANALYSIS

Eight contributing factors are measured on a 1 to 10 basis (with 10 being excellent) based on analysis of this opportunity.

1. Time Investment 7 2.

Start-up Costs 10 3.

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Gross Income Potential 5 4.

Net Income Potential 5 5. I

Income in Relation to Investment 8 6.

Stability 5 7.

Overall Risk 9 8.

Potential for Growth 7

Overall Potential for Success 7.00

POTENTIAL EARNINGS

Since greeting cards is a multi-billion dollar industry, there is good potential for substantial earnings. Most companies pay from \$25 to \$150 for each freelance idea or verse they buy. Some pay as much as \$500 for a single idea or verse. If your work is especially original and creative, a submission of ten card ideas to one company could bring you anywhere from \$25 to \$1,500 (or more) depending on how many of the ideas the company buys, and how much they pay per idea.

In most cases a company's writer's guidelines will tell you how much they pay per idea. That information is also available for most of the companies listed in the Writer's Market and The Writer's Handbook. If you feel your ideas are worth more than \$25 apiece, submit them to a company that pays more. The choice of companies you wish to deal with is entirely up to you. Just make sure your submissions fit the specific guidelines and needs of the company you are sending them to.

Usually, if an editor buys 2 or 3 ideas out of a batch of 10 to 15 submissions the writer is doing very well. But it isn't unheard of for an editor to buy most, or all, of a writer's ideas from one submission. Admittedly, for that to happen all the writer's ideas and/or verses must be highly original, creative, and exceptional. And they must be exactly what the company is looking for.

While most companies pay per card or idea, a few pay small royalties. Other companies may prefer to test a card before buying it. In that event, the company will pay a small fee to test the idea before they make a final decision. Many companies also give a writer's credit on the back of the card. Some companies will even include free samples if they accept your idea(s).

How much a company pays per card is certainly a consideration when deciding where to send your ideas, but it's not the only consideration. You must also be reasonably certain your ideas fit the particular needs of the company. You should also consider whether the company pays on "acceptance" or on "publication."

Being "paid on acceptance" simply means that shortly after a company accepts your idea(s) for publication you'll be getting a check. On the other hand, being "paid on publication" means you'll most likely have to wait a good deal longer before you get any money. The time that elapses between acceptance of

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an idea and its actual publication can be several months. That's why most experienced free-lance writers prefer to work with companies that pay on acceptance.

The important thing to remember regarding potential earnings from writing greeting cards is that there are no guarantees. Anyone who has ever written anything for publication, from greeting cards to novels, has suffered rejection. Not every editor will find your ideas and verses as witty, original, or creative as you do. But if you are truly creative, prolific, and persistent, you will eventually be successful. To a large degree, your potential earnings from writing greeting cards is only as limited as your imagination and creativity.

SOME TIPS

(1) As a general rule, the most successful greeting cards are those that are short and to the point. Concentrate on creating card ideas that work with a one-sentence front and a one-sentence follow-up on the inside. Since most stores that carry greeting cards have from 500 to 1,000 cards on display, a quick glance is all each card gets. So a short, catchy, readily understood front-of-the-card sentence has a decided advantage over a more lengthy and ponderous message.

(2) Since birthday cards are usually a company's biggest seller, it's a good idea for beginners to concentrate on birthday ideas and concepts. It's not only a good way to learn what companies are looking for, it may also be the best opportunity for initial success.

(3) When writing card ideas, consider sending occasions such as birthdays, Christmas, job promotions, etc., and imagine someone (a friend, colleague, or relative) to whom you would give the card. In effect, you should look at your card ideas and ask yourself if you would actually buy them and send them to people.

(4) If you think you've heard it before, then forget it. Originality is one of the main keys to success in writing greeting cards. One way to insure that your ideas will be fresh and innovative is to keep in touch with what's going on in the world around you. Read newspapers, popular magazines, go to the movies — anything that will keep you abreast of the latest issues, fads, and fashions. You'll be amazed at the amount of inspiration you'll get simply by "paying attention."

(5) Even if you are not an artist or illustrator, it's always a good idea to have a complete concept in mind when you create a specific message. It's also a good idea to suggest the entire concept to an editor when you make your submission. Don't worry about artwork. If the overall concept appeals to the editor, a company staff member will take care of the card design.

(6) Send your rejections to other companies. Take a careful look at all your rejected ideas. Eliminate the weakest ones, and send the rest to another company. Rejection of an idea may simply mean that a specific company doesn't need it. That does not mean another company can't use it.

(7) Don't get impatient. If you haven't heard from an editor 3 or 4 weeks

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after you've submitted material, don't write, and don't call. You should allow at least eight weeks for a response. Some companies may not get back to you for 12 weeks or more. Many companies state their typical response time in their guidelines.

(8) When most card companies buy an idea they "buy all rights." Many of these companies will also require the writer to guarantee that the material they are buying is original and has not been sold to any other company. If a company requires you to sign a release form and/or a contract to sell all rights, make sure you understand the terms of the agreement before signing.

(9) Keep records. Use a 3"x 5" card file to hold duplicates of your submissions. You can arrange your ideas any way you like — subject, season, prose, verse, one-liners, etc. Keep on file what you send, where you send it, and the date it was sent. Of course, you should also record whether an idea was purchased or rejected.

SUMMARY

How much money can you make writing greeting cards? The answer to that question is really up to you. Certainly a creative, motivated writer can make excellent money on a part-time basis. But it is also possible to make a comfortable living freelancing for greeting card companies full time. Obviously, the more time you devote to creating new greeting card ideas and concepts, the more money you are apt to make. Just don't expect great monetary rewards over night. It takes time.

Before you make any money writing greeting cards, you'll have to take the first step. Become familiar with the greeting card industry. Browse through card racks and see what the market is offering. Get a list of greeting card companies and send for their writer's guidelines and market list. And before you submit your ideas make sure they fall within the company's requirements.

While there are no guarantees, there is a great opportunity for free-lance writers to make big money writing greeting cards. An initial small investment in index cards, postage, and envelopes, can easily be recovered with one purchased idea. If you are creative, love to write, have initiative, and are willing to make the effort, you can see your words and ideas become greeting cards and make money as well.

SOURCES

Books:

199X Writer's Market — editor: Mark Kissling, Writer's Digest Books, 1507 Dana, Cincinnati, OH 45207

The Writer's Digest Guide To Manuscript Formats, by Dian Dincin Buchman and Seli Groves, Writer's Digest Books, 1507 Dana, Cincinnati, OH 45207

The Writer's Handbook, edited by Sylvia K. Burack, The Writer, Inc., Bos-

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ton, MA

Guidelines:

Amberly Greeting Card Company — editor: Ned Stern, Gold Coast Drive, Cincinnati, OH

Artist's And Writer's Guidelines, by Carol Wilson Fine Arts, Inc., Portland, OR

Creative Guidelines, the Maine Line Company, Rockland, ME

Guidelines, by Style Services, 1120 Royal Palm Beach Blvd., Royal Palm Beach, FL

Kalan's Copy Guidelines, by Kalan, 97 S. Union Ave., Lansdowne, PA

Noble Works, editor: Christopher Noble, Hoboken, NJ

Submitting Artwork, Photography, Editorial And Product Ideas To Hallmark Cards, Inc., by Hallmark Cards, Inc., Kansas City, MO

Twenty Tips For Turning Your Greeting Card Ideas Into Cash, by Greetings, Cleveland, OH

West Graphics, editor: Carol West, 238 Capp Street, San Francisco, CA

Writer's Guidelines, by Merlyn Graphics Corporation, Canoga Park, CA

Writer's Guidelines, by Oatmeal Studios, Rochester, VT

Making Money With Home-Made Booklets

Self-publishing home-made booklets and/or manuals is probably the easiest way to break into your own small home business. Even if you do not have training as a writer, you still can research information on an interesting subject and report its statistics.

Have you been afraid to self-publish because you thought you had to send drafts to publishers for acceptance? There is nothing further from the truth. You can self-publish just by typing your book or manual and having a competent typesetter place it in camera-ready format for you. (One typesetter we highly recommend is Much more Marketing, PO Box 50027, Reno NV 89513.) Or, do it yourself and save a lot of money! This is the 1990's - the age of computers. We don't have to have a minimum of 10,000 books printed and hire an agent to sell them for us anymore. In fact -the computer has made publishing affordable and easy for everyone!

Once the book or manual is ready for printing, ask your typesetter to print out 10 or 15 copies on their laser printer. You'll probably have to pay extra for the copies, but it's cheaper in the long run. If you want 50 or 100 copies, take the master the typesetter sends you and have them printed at the local copy shop.

A competent mail order printer will print them for you when you need 250 or more done; but keep in mind that the more you order, the more money you'll

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save. But once several copies are made and bound, you can begin marketing them. Advertise the book or manual in the 100's of mail order publications (if your book appeals to the mail order folk) or other publications geared toward the target market you are attempting to sell to. (In other words, don't sell a book about collecting dolls in *Sports Illustrated*.) Send sample copies to publishers who offer reviews and write-ups to take advantage of free advertising. You could even send a free sample to the publisher of a well-known tabloid and ask for a plug if they enjoyed the book.

Or perhaps you may want to try selling the book locally by taking it to flea markets or placing copies in convenient stores. Most mom-and-pop operations will allow you to place your book in their store for 40% to 50% of the cover price. This way, copies that don't sell won't cost you anything. All you have to do is check up on them once or twice per week and make sure they are easy to find on the rack to attract the eye of the potential customer. And if your booklet is filled with recipes or local folklore - local businesses will be thrilled to promote and carry your book on their shelves. Local people love to read books about their community and keep them as collectors items.

By marketing your own product - orders will come directly to you or be controlled by you. If you sell through the mail, you simply mail a copy of your book or manual with a cover letter thanking the customer for their order. Believe it or not - It's that simple! And best of all - you keep all the profits which is better than sharing the money with another publisher who dropships for you.

Yes, there will be some costs involved in advertising, printing and mailing to promote your self-published book or manual; but do you know the costs involved in sending drafts out to publishers for acceptance? Believe me, it runs into the \$1,000's! And big companies who will publish your book for you start out with costs of \$10,000 or more without the guarantee that you will even make one sell!

One of the easiest types of books to publish and sell through the mail are 5x8" booklets. To get a sample of one of mail order's most popular 5x8" publications, send \$2 to Graphico Publishing, PO Box 488, Bluff City TN 37618 and request a sample copy of "The Grape-Vine Journal". Examine how it is put together and how it is printed.

If you really want to save money and put your own books together, simply have them printed and shipped to you. Then, you will collate the pages in the proper sequence, staple them in the middle (called saddle stitching), fold in half and you're done. The only office tool you need to invest in is a long-armed stapler. One can be purchased at your local office supply store or through Quill or Viking (two main mail order office supply companies.) The current price is around \$40. A printer, Kem's Graphics, 549 Friendship Rd, Seneca SC 29678 specializes in low-cost printing of booklets but if you want to do-it-all-yourself, any good

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mailorder printer will print them and ship back to you. All you pay for is the 2-sided printing price.

Plan your next book, manual or other publication and enjoy the benefits of keeping all the proceeds. It's really a fantastic way to make some extra money while still keeping your job and your steady income.

How To Write "General" Articles!

Let the readers know what is in store for them by the "blaze" in your first paragraphs of an article. There are two kinds of articles; those which cover things in general and can be published at most any time, and current events. The best place to start with these kind of articles is the local newspaper with a goal of syndication to many other media.

In order for acceptance by the editor there must be a local twist of personal interest to the readers. The unusual and odd things about people and their vocation and gives the reader a departure from the daily drudgery are the best and most saleable articles to write about. This includes adventure, mystery, murder, money, accidents, discoveries, economy, history, illness, jail, jealousy, obsessions, quacks, struggles, taxes, etc.

You must attract attention from the first words when writing feature stories for a newspaper type publication, where as a novel or short story for a magazine builds to a climax and generally clears up all the loose ends at completion

For a magazine article to sell to the publisher "action" in the first and last part is a must, while the body copy is devoted to narrative or explanations with a number of vital incidents to keep the action alive. Keep the writing "flowing" in such a manner the reader will anxiously read ahead to see what happens next.

When it is possible to do so without distorting the truth, add some fiction to your life stories to keep them interesting and alive! Submit 8x 10 glossy print photos if possible as often the picture will be the difference between acceptance and rejection. It will pay you to get a good camera so you can snap pictures to go along with the articles.

When submitting your copy, put your name, address and phone number at the upper left cover of the first page and total number of words contained in the article on the upper right side. If you are submitting an article to the newspaper a title will not be necessary as the editor will usually determine after reviewing the article.

Leave plenty of room at the top of the pages, use double spacing and wide margins so there is plenty of space for editing. Number the pages at the top, preferable on the right hand side. Type only on the front side of each page. Enclose a Stamped, self addressed return envelope. Lay it out so your name always appears with the article so that you will gain recognition as a writer.

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There are millions of things to write about so you should never be without ideas for your articles. To get the ideas all you need to do is go through the dictionary and write about anything and everything that comes to mind, based on the more practical words.

How To Sell Books By Mail

Now that you have written that attractive report, how are you going to sell it? Perhaps you have already tried by placing a carefully written classified or maybe a large display ad, then waited for the postman to pile the flood of orders in your box. What happened? The odds are 100 to 1 that you came up with a couple of orders for all the time and effort. Why? You see continuous ads, small ones and full page \$4,000 ads in newspapers, and magazines offering books and information. Many of them are repeated over and over again by the same advertiser. You know that they are making it or they could not continue to advertise month after month. How are they making it when you don't seem to have any luck?

By examining the operations of these successful people we find that they use several simple and easy methods to produce excessive profits in the Mail Order Book Selling Business. When you know these methods and put them to work for yourself you will find that you too have the opportunity to make big money in this business.

To start yourself on the road to success in writing your own books and reports then selling them...Anytime and every time you think of an idea or book title, write it down immediately. Regardless of how idiotic it may appear to you at first, it could be the ingredient you need to start you on the way to a fortune. File your notes and look them over periodically. You put yourself in a position whereby you have a good chance to come up with an idea or a title that will be a real money-making "Blockbuster."

If your writings are about your own experiences on an inspirational or how-to subject, consider writing the book as well as the ads that sell it, in the "first person". This gives the reader the feeling he is getting personal communication and is not just a number in a computer.

Many in Mail Order business, including ourselves, have indicated that it is not a good policy and often a waste of time and money to advertise in a general daily or weekly newspaper. This is true under ordinary circumstances, but we find that when you have a real "strong" title it pays to place conservative "test" ads in the newspaper in order to learn the results quickly. However one must keep extensive records in order to compare results and determine if they may have a winner.

When tests indicate you have a winner, all that is left to do is expand the advertising in the proper media and fill orders. It is advisable to structure the

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price of your book so an offer will stand an advertising expense of at least one-half of the selling price. You need to spend this much for advertising in order to be successful.

A 100% guarantee is a must in the book selling business. Not everyone who purchases your book, regardless oh how “great” it is, is going to benefit from it. There are always a few who will want their money back. You must have a unique guarantee which reassures them they haven’t spent their money until they are satisfied. This can be done in many different ways, such as holding their checks for 30 days or longer before depositing them.

For the author/self-publisher, selling by mail is really the only way to go. The production costs are low because the value is in the information, not necessary in the number of pages written. Mail Order is one of the finest businesses ever for the little guy who wants the opportunity to try for the big “bucks”! All you have to do is test with just small expenditure, correct your mistakes and let the business expand itself!

Action pictures used in your ads get fabulous results if handled right. Especially productive are ideas showing your product in action. Search out the drawings and pictures used in better ads that run month after month to learn what effective copywriting is all about, then use the same ideas for your comparative publication.

If you are able to write a “self improvement” book or handbook with very valuable information and at the same time make it lively, witty and interesting, you could have the makings of a million dollar winner. After your first tests prove reasonable, determine if a more reasonable price structure will produce better net profit through appealing to a large audience. When you find it hitting real good, promote it in every way possible. Send out several hundred copies to book reviewers to get write-ups in as many publications as possible. Learn to deal with the many small booksellers and bookstores, or cooperate with some large distributors to get the books out through their normal channels.

As you grow and progress, build up and maintain your name lists. Make them available to other firms who wish to make offers to proven buyers.

When you find the right combination (title, body and ad), a lot of money can be made in a short time and it is a great thrill to write and ad, test it, and see the money pouring in from your own creative ability.

The large publishing companies use a shotgun approach, publishing many titles when profiting from the few successful ones. They can’t begin to market effectively all the many books on their list and try to sell your book through them is generally futile. Do it yourself and control the entire operation. If it doesn’t go you can cut it off before heavy promotional expenditures bury you. You remain flexible and diversified when you are your own publisher.

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Run some small classified advertisements in the Wall Street Journal and other good publications, to get inquires. When enough books are sold to more than cover the cost of the ads and mailings, slowly, as the profits build up, run more and larger ad. As sells prove your publications to be winners, you can run full pages ads in national magazines, inviting direct orders with a coupon included in the ads.

Remember, as you sit down to write, the information should be about something in which you are knowledgeable and interested, or something you have thoroughly researched. It must have some value for the readers and they should benefit by having read it. If it is not helpful to the reader and the benefits are not there, sells cannot be sustained.

In summary, your book must fill a genuine need; the price structure must be correct, there has to be a large or mass market for the information in your book, your advertising must be believable, you must offer a strong guarantee, you must test thoroughly before investing substantial amounts to promote and sell the book.

Writing For Dollars — A Freelancer's Guide

Your novel sits unfinished, waiting for a burst of inspiration to send it out to be typewriter and right to the top of the best seller lists, right? You are not alone. Thousands of would-be writers are waiting as well. But a few successes under your belt will make the possibility of seeing your picture on the dust jacket in the bookstore window seem less remote. Freelance writing can replace self-doubt with self-confidence and put money in your pocket at the same time.

Just as all doctors are not neurosurgeons, all writers are not novelists. A look into the field yields categories you might never have imagined. Magazine articles, greeting cards, business writing, newspaper reporting—these are areas in which freelance can add do make money. Writing provides an opportunity to earn with very little expenditure. A typewriter with accompanying supplies, a flair for writing and the discipline to stick with a schedule and meet deadlines can start you on your way.

STRINGING

Many local and regional newspapers, unable to maintain enough full-time staff to adequately cover ever meeting or event of importance to the populace, will assign certain stories to stringers, or freelance reporters. Assignments may vary as widely as covering a church circle meeting for the weekly religion page to reporting on a town council meeting in a neighboring village. The editorial staff will tell you what they want, when they want it and what you can expect to be paid. Stringers are paid by the word, by the line or by the column inch, and while rate varies from one newspaper to another, it is a set fee which cannot be negoti-

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ated.

Building a good relationship with your editor through good writing, dependability and strict adherence to deadlines may enable you to successfully put forth your own ideas for feature stories and articles. You may be able to negotiate a higher rate of pay for these pieces. Don't forget to ask for a by-line. Part of the thrill of freelance writing is seeing your name in print.

GREETING CARDS

Visit your local card shop. There are hundreds of cards, many expressing the same sentiments. Each one is different, and somebody earned money for each of them. The greeting card industry relies heavily on freelance submissions. Each company has its own style; it is futile to fire off ideas randomly hoping to hit pay dirt. Companies will send writer guidelines to those who accompany the request with a self-addressed, stamped envelope (SASE). This basic checklist will tell you the subject matter of preference (some companies may deal solely with inspirational messages while others want only adult humor studio cards), the correct method of presentation, length of time should wait for a response and the pay range for accepted ideas. You don't have to be an artist. Greeting card companies want your ideas and captions, although suggestions for accompanying artwork will be appreciated. remember, what may be unsuited to one company's needs could be deemed irresistible by another. Don't throw away any ideas in discouragement after one rejection. Submit, submit and resubmit should be your credo.

MAGAZINE ARTICLES

Thousands of special interest and trade publications are sold every year. Each is filled with articles, many of them written by freelancers. The trick is to find the right magazine for your article, and tailor your article for that magazine.. If you're a whiz at coupon redeeming, refunding and rebating, consider sharing your expertise with others in an article in Supermarket Shopper. No matter what your area of interest, there's a publication waiting to let you tell it all.

Like greeting card companies, magazine publishers will send you guidelines including style and subject matter as well as pay scales. Don't waste your time sending an article on the joys of a New England vacation to a publication specializing in recreation opportunities in the Ozarks. Guidelines firmly in mind, come up with an idea suitable for the particular publication and follow up with a query letter.

Many publications will not accept unsolicited manuscripts. even those that would rather read a well-written, creative letter outlining a proposed article than wade through a 2,000 word piece to find it acceptable. Your query letter can be open the door that might have been slammed in the face of your unreviewed work- especially if it is an example of proficient writing and piques the editor's interest in your subject and the angle you're planning to use.

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While many magazines will not accept manuscripts currently being considered by another publication, you may wish to send query letters to several at the same time. If you are fortunate enough to have more than one acceptance, you can always write two articles with different slants from the same research.

The time it takes for your manuscript to be considered seems interminable. One way to avoid hovering over the mailbox with hope, dread and anxiety fighting for dominance is to keep the mailbox working for you. Don't send off one article and wait for the verdict. Send query letters, greeting card ideas, filler items and articles out constantly, never waiting to hear from one before sending the next. If you receive a rejection, move along to the next prospective publisher for that item, dash off a new cover letter and shoot it out again. You can't sell what's sitting in a reject pile—only what's making the rounds on the market.

Publishers guidelines will give you specific instructions for manuscript preparation. Regardless of the differences from one company to the next, remember that neatness counts. Use typing correction paper or fluid to repair typographical errors. Strike-overs and hand done corrections appear messy and unprofessional. Each page of your manuscript should have the title of the article and your name, as well as consecutive page numbers for all but the first page.

INDEPENDENT PROJECTS

Newspaper stringing, greeting cards and magazine articles are established fields for freelance writers. Your public library will have books and magazine listing companies seeking freelancers for everything from crossword puzzles to innovative messages for telephone answering machines. But you may wish to explore some areas on your own. Whether you live in a small town or a metropolitan area local organizations and businesses can provide fodder for an impressive client list.

Perhaps the local historical society would be interested in your offer to research and write a history of the area. for a fee. The high school alumni association may be looking for a class gift to the old alma mater. A school history, researched and written by a professional freelance writer, would be an handsome addition to the school library, and purchases by class members of yore would add a fund-raising feature. Is you local hospital preparing to celebrate a founding anniversary? a prepared history of the institution, from one-room dispensary/infirmery to today's 200-bed unit would be a wonderful public relations tool for them an a terrific writing job for you.

Local businesses and organizations have varied writing needs. Grant proposals can be written for a flat fee or on a percentage basis. Customer relations pieces such as new service or product introductions and collection letters, annual reports, in house or consumer-aimed newsletters all provide grist for the enterprising freelancer's mill. Even organizations with public relations or customer

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relations staffs sometimes farm out work on a periodic basis.

Unlike established fields, where prices are determined in advance, independent projects such as these require you to charge by the word, by the page, by the hour or on a completed project basis. No matter how you quote your fee, estimate your time as accurately as possible. Time spent in research, talking to and interviewing people and organizing material for writing is as important as time spent at the typewriter. remember to charge enough to cover expenses in addition to time. Typewriter ribbons, paper, postage and envelopes cost money—so does the gasoline you'll use when research involves travel.

Serious freelancers also have to consider the cost of overhead (heat, water, electricity and a portion of rent or mortgage payments to maintain an in-home office), equipment depreciation and normal employee fringe benefits such as insurance and social security payments when pricing their services. After all, the boss is expected to pick up the tab for these extras. As a freelance writer, you are the boss. And that's a fringe benefit nobody else can give you.

How To Acquire, Create And Market Self-Publishing Articles

An Introduction to Self-Publishing Material

Any article, report or book which is bought or sold with reproduction rights is generally referred to as self-publishing material. Most commonly, this material consists of reports or articles varying in length from 1 to 20 or more pages. This material usually has a self-cover. In a self-cover, the same weight of paper is used as in the text. Most books, on the other hand, have covers which are of a heavier weight than the text of the book.

The seller offers self-publishing material including the reproduction right, at a price considerably higher than he would offer the material when sold without reproduction rights. Reproduction rights are granted when the holder of a copyright grants reproduction rights to the buyer. These rights can be unlimited, giving the buyer the option to re-sell reproduction rights for the material also. Or, they may be limited. In this case, the seller will generally allow the buyer to reproduce the material as he wishes, but restricts right of resale. Since the strongest demand is for material which grants full and unlimited reproduction and resale rights, it would always be advantageous to obtain the right to resell reproduction material.

There is a vast demand for this type of material, especially from newcomers in the mail order field. Since the stream of newcomers to this business is almost unlimited, it can be extremely profitable to market self-publishing material. The attractiveness of this material is due both to the high mark-up potential and the ease of handling. Once you own the resale rights to a given article, you can reproduce it for pennies and sell it both individually for a few dollars. or includ-

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ing the reproduction rights, for substantially higher.

Here's a typical example of purchasing and selling price. A five or six page article may have a purchase price of anywhere from \$8.00 to \$15.00. The same article, without reproduction rights, would have a price range of \$3.00 to \$5.00. Once you own the reproduction rights, you can have it reproduced for 20 to 50 cents a set, depending on how many copies you have made. But let's use the high price of 50 cents and a selling price of \$4.00 without reproduction rights: profit \$3.50 = 700%, or with the reproduction rights of \$9.00: profit \$8.50 = 1700%. Not shabby at all! It is especially impressive when you compare that margin to buying a book from a supplier for \$3.00 and selling it for \$9.00: profit \$6.00 = 200%.

The other major advantage is the ease of handling of this material. You are the prime source. You carry no inventory. You reproduce in small quantities as you are selling the material. The material is inexpensively shipped, generally via First Class due to its light weight.

Supply and Demand

The supply and demand for this type of material is plentiful, but that supply represents a small margin when compared to the incredible demand. It is usually the newcomer to the mail order field who has to first establish his product line and supply who is the buyer. The seller, on the other hand, is more seasoned and has been in the business for a while.

If you are in the market and interested in acquiring self-publishing material, you should have no problem locating sources. You will see ads, mostly classifieds, throughout business opportunity publications. Small and medium size wholesalers and publishers in the mail order field also offer a variety of material. Since they generally charge an "up-front" distributor or dealership fee, the material they offer will generally be at much reduced prices.

Most of material offered will be of an instructive nature and this is also where the demand is. Articles or short manuals which are instructive in how to start a business or how to operate different facets of that business are in especially high demand.

Unfortunately, since there is a great deal of sub-standard material on the market, you should be careful in acquiring articles and reports for resale. The material may lack in any of these three areas:

1. the contents are incorrect, incomplete, etc., which is generally the result of poor research and little effort by the writer;
2. use of language is incorrect; and
3. reproduction quality is poor.

If you do not know the seller or his reputation, protect yourself by buying just one article instead of several. If you like the quality and contents, you can purchase several more. Sellers of reproducible material will often not grant a

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money back guarantee. If you become a seller of reproduction material, it is strongly suggested that you consider adopting such a policy yourself. Unfortunately, there are some customers who will buy this material, reproduce it instantly and return it within days for a refund.

Write Your Own Material

If you enjoy writing and some limited research, you could create your own material and sell that in conjunction with the material you have acquired from other sources. We are not talking about the ability to produce literary works but just information-oriented material that is a service to others. This type of an effort can often be a joint effort. Your wife or husband may be the writer and you may be the editor or vice versa. There are also many qualified word processing services available who can edit your writing for a reasonable fee. Once you have created, it, you can generally sell it for many years to come. So, whatever your start-up investment is,, it can be recaptured many times over.

Material from the U.S. Government for Very Little Money

The U.S. Government, which is also the largest publisher in the world by far, employs tens of thousands of researchers, scientists, writers, etc., and puts out billions of new pages of information each year. Much of it is of absolutely no interest to almost anyone, a lot of it is boring, and even more of it is useless. But - but - but a lot of it is not any of the above. Almost all of the materials is also in the public domain, which means you and I own it. We paid for it with our tax dollars. It is not copyrighted and everyone can use it, reproduce it, re-write it, etc. So since even foreign countries use this unlimited pool of information, why don't you? For example, the Government has a variety of useful publications that are informative and instructive to someone who is starting out in a new business. The best way to use Government publications is by using the research information it provides - fact and figures. You can rewrite it, of course, but not copyright it, and therefore you cannot sell reproduction rights to it. However, you can sell it without reproduction rights.

Write to: Superintendent of Documents, U.S. Government Printing Office, Washington, DC 20402 and request a current listing of publications for sale by the Government Printing Office.

There are U.S. Government bookstores in the following cities: Birmingham, AL - Los Angeles, CA - San Francisco, CA - Denver, CO - Pueblo, CO - Washington, DC - Jacksonville, FL - Atlanta, GA - Chicago, IL - Laurel, MD - Boston, MA - Detroit, MI - Kansas City, MO - New York, NY - Cleveland, OH - Columbus, OH - Portland, Or - Philadelphia, PA - Pittsburgh, PA - Dallas, TX - Houston, Tx - Seattle, WA - Milwaukee, WI. Locations are listed under U.S. Government - Bookstore.

Marketing Your Self-Publishing Material

You can market your material in several ways. One would be via advertis-

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ing and, at least for starters, this is the preferred way. Another method would be via direct mail. This is acceptable, but only if you are quite certain that the list you are renting represents the interest group you are selling to and is of recent vintage. Lastly, you can market your material as an enclosure with other orders you are shipping. This is called "back-end sale".

Advertising would be the most effective. It is suggested you run a classified in any of the major monthly Business Opportunity magazines. Here are the names of some of the best known of such publications: Entrepreneur, Money Making Opportunities, Income Opportunities, Business Startups, Opportunity Magazine. These are just a very few of the many large publications and there are even more smaller publications available.

Your ad may read something like the following:

INSTANT-PUBLISHING. Enormous Profits.

Free details on reproduction rights. or

SELF PUBLISHING. Over 1000% profit. Wide selection. Free details.

An ad such as the above or one similar will bring you inquiries. It is your marketing task to turn as large a percentage as possible into buyers. To be most effective and to outdo your competitors, you must meet these criteria. Your product must be priced properly. Your sales literature has to be appealing.

When pricing your product, first take a look at what the competition does. You can find out by responding to similar ads. In that way you will not only learn about pricing, but also see a variety of presentations and selections. Don't be greedy. Stay a little below the competition but allow yourself a fair profit. Remember, your mark-up has to pay for advertising, printing of your sales material, postage and miscellaneous overhead cost, not to mention your time and effort.

Some of these products are sold at ridiculously low prices, and on the other hand, some at extremely high prices. Neither is effective. If you are too low, you will be suspect of offering something sub-standard and, if you are too high, your material will be trashed. The idea is to stay a little below the average selling price. There is no quick fix in finding out what the averages are. You simply have to take the time to write to as many competing offers as possible. If you are buying material from a publisher who provides you with sales material and suggested retail prices, you may want to stay below the suggested price. In this way, you do not have to redo the promotions material. Also the public is attracted by perceived deals.

If your product is priced correctly and your ad is in the right magazine (under the right heading - general business opportunities), the only thing left is your sales literature. It is also the most important. Remember, in the mail order business, the customer cannot see, smell or feel the product before buying it. It is therefore, absolutely of the utmost importance that your material looks impec-

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cable. This point cannot be stressed enough. In my own testing over the years, I have determined that the same product at the same price but represented by an excellent looking package will outsell the same product represented by a less than average package at anywhere from double to triple the cost. And therein, can be your success or failure. When you are relatively new to our business, you will generally be charged with enthusiasm which is great because it is the energy what will propel you to success. But your impatience and enthusiasm has to be controlled, or you will make costly mistakes and you may become discouraged. So, take your time and be sure your material looks first class. This is the wrong place to save a few bucks. Here are a few suggestions to help you in achieving success with the presentation of your piece:

1. Unless you are using a ready-made circular or brochure which you received when buying your reproduction article and it satisfies you in every respect, have your piece laid out by a graphic designer or experienced desk-top publisher. In most medium and large cities there is an ample supply of these professionals. Many of them operate out of their residence and charge reasonable prices. Before you select one, visit several and look at what they have done for others. If you don't like what you see, keep on looking. Remember, the person you choose can make or break you. Prices for layout of a single page may vary from \$20 to \$50. Since your promotional piece will generally only consist of one or two pages, this is a small price to pay for success.

2. Have the written word used in both your sales letter and promotional piece checked by someone who is absolutely competent in the use of the English language. Your best bet there is a reputable word processing service that has been around for a while.

3. Have your sales literature printed by a professional printer. Cheap copying jobs are fatal.

It must be obvious to you by now that I feel extremely strongly about the subject of first class sales literature. When your prospective customer pulls your material out of the envelope -or, does he even open it - (experts tell us he does that anywhere from 30 to 100 per week) and looks at your material (again, experts tell us it is an 8 second look) before he decides whether to trash you - boom there goes the whole damn effort into a waste can in a split second - or look at you further? So give yourself a break and do things the right way. Make it look professional. Modern technology enables your literature to look just as good as the literature from a large corporation.

The components of your sales piece should consist of the following items:

1. The circular - brochure - flyer, etc. This can be from one to several pages in length, depending on how many items you are featuring.
2. A sales letter. A good sales letter requires sweat equity on your part.

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There is no easy way out. You cannot have someone else do the work for you. They can help you, but not do it completely. A good sales letter should be friendly in tone - full of benefits for your prospective buyer - must have a good headline - explain the features of your product - say as little as possible about you. Your customer does not give a damn about you, he wants to know what's in it for him. And lastly, every sales letter must ask for the order.

3. An order form that can be separate or build into a promotional piece.

4. A return envelope. It is not necessary to use prepaid envelopes. My own research indicates there is no difference in conversion rates between prepaid and non-prepaid business return envelopes.

5. Your mailing envelope.

If you should decide to choose direct mail for your self-publishing material, your offer will require the same components as shown above. It is, unfortunately, extremely difficult to come up with just the right mailing list. The broad description of "Opportunity Seeker" does not narrow down your market enough. You are specifically interested in recent -30 to 180 day - inquiries - or buyers of self-publishing or mail order start-up packages. If you are confident you can come up with such a list, you may give direct mail a try; a mailing of 1000 will give you a good indication. What you will save in advertising will be spent in additional postage and printing. One hundred inquiries of a classified ad may produce between six and nine buyers. To come up with the same number of buyers on a direct mail campaign, you will have to mail about 500 to 700 pieces.

A Few More Profitable Suggestions

It is important to have an ample selection. The more a prospective customer has to choose from, the better the chances for a sale are and the higher the average order will be. I would suggest that the combined articles or reports you are offering will total about \$100. Ideally, some would be low-priced \$7 to \$10, some medium, \$10 to \$20 and some high priced over \$20. If your prospective customer would buy around 35% of the reports you offer, you should come up with an order of at least \$30 plus.

As you progress in your business, always be on the lookout for new material to be offered to your previous customers. Stay in touch with your previous buyers and inquirers. At least four mailings a year are appropriate. In your follow-up mailings, you should offer additional self-publishing material as well as books. Non-buying inquiries should be dropped from your mailing list after 12 to 15 months. Previous buyers should be dropped within 18 months after their last purchase. As your mailing list increases in size and you keep on a schedule of regular mailings, your revenues and profits will dramatically increase.

Self-publishing products may be your start into the mail order information business or they may increase the size of your business if you have not previously

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offered this type of material. Some of the most successful mail order entrepreneurs have never sold anything but self-publishing products and have made a great deal of money doing it.

Wishing you success and remember, before you can earn you must learn.

Avoid High Typesetting Costs And Mistakes

Getting your price lists, brochures, catalogs or newsletters typeset does not necessarily have to be a costly procedure. Keep in mind that the main cost in typesetting is the time involved in setting type. By minimizing the time needed to create a typeset piece you can effectively keep your cost down. The following suggestions can help reduce your typesetting expense.

Know what you want the FIRST time around. Have a picture in your mind. Trial and error can be costly. Don't have a typesetter set it one way, then decide a different format would look better.

Reduce and eliminate author's corrections by thorough proofing and re-proofing.

Avoid minimum charges by combining small jobs and having them set at the same time.

Try to use one family of type to save time and money by avoiding font changes. The consistent look is better.

Give explicit instructions on marking up copy: type styles, column widths/margins.

With a large job, such as a brochure or annual report, request a style setting proof sheet to get approvals before the entire job is done.

Avoid super rush jobs, especially if you don't really need them.

Avoid lengthy corrections on the phone. You might end up paying for corrections later that could have been avoided if you had done your editing on proof sheets.

Get the layout finished and approved before having type set... the same goes for copy, of course.

Avoid the use of "run-arounds" (reducing the width of the copy to make room for a photo in the column, for example). If you do use them, use simple shapes, boxes, squares.

Avoid the use of curved or angular type. Type reading left to right on a page (for example, this report) is faster and less expensive to set than copy that is set in a curve or running sideways on the page.

The use of unjustified text and captions is less expensive than justified because it sets quicker, costing less time.

Don't depend on the typesetter to read your mind. Be specific.

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How To Co-Publish For Profits!

The Benefits of Co-Publishing

There are a number of publishers, printers, and mail order dealers who publish their own mailorder magazine. They make their profit by selling advertising space to others in addition to selling their own offers. They offer others (Co-Publishers) a sizable discount for ad space in return for mailing a small number of each issue.

Many mailorder dealers, for one reason or another, prefer to act as a co-publisher rather than sending out their own adsheet, circular or magazine. They do not have all the expense and hassle of laying out the copy, printing, etc., and a good co-publishing program gives them nearly the same exposure.

If you are tied in with top quality magazines or adsheets you can make a reasonable profit through co-publishing. You handle it as if it were your own publication, getting ads on your product or service at a good discount plus you get additional commissions for subscriptions and ads you obtain for the Prime Publisher. Quite often prime publishers will give a commission on their own products which are sold through your efforts with orders coming direct to you.

For best response you should mail to your own name list and to dealers, etc., in the mailorder business, who are not yet advertising in the publications you are offering.

Co-Publishing and the Inner Circle!

How does co-publishing relate to the inner circle of mailorder? You place your ad in a trade magazine or adsheet that is co-publishable by sending your ad and remittance to the co-publisher, who will forward the same, usually with 50% of your payment to the Prime Publisher. Your ad will appear in the next issue and the publisher will send you full details on becoming a co-publisher.

As a co-publisher, you generally get your future ads placed at one-half the published rate; 50% commission on ads you obtain; 50% on subscriptions received; 50% on products advertised in the publications that are to be ordered through you, the Co-Publisher, and from 20 to 100 or so publications, for your own mailings. You simply stamp your name and address as co-publisher, and mail out! If your ads don't pull, you may still come out ahead from orders that come to you as the co-publisher.

When you receive orders, retain 50% (or whatever amount is the agreed commission) and forward the balance with the order, to the Prime Publisher... He will take it from there... It's that simple. Nothing difficult, deep, dark or mysterious about Co-Publishing. The Prime Publisher's name and address does not usually appear on the publication. Orders are directed to you.

The number of orders you receive will depend on who you mail them to. If

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you mail to other Co-Publishers, orders obtained will usually be for small one-inch ads. They will reserve expenditures for large ads, until they become Co-Publishers of the publication themselves thus getting their advertising at one-half rates!

If your mailings are directed to mailorder beginners, opportunity seekers, or direct to the consumer, orders you receive will probably be for books or products offered under "Order From Co-Publisher" ads. Your own ad, of course, gets full circulation based on the total published and distributed for that particular issue.

You must receive sufficient response to pay for your ads and for the expense of mailing out the publications, plus a reasonable profit.

There are many fine trade magazines and adsheets in the mailorder business that you may co-publish. As you progress and gain knowledge you will probably receive free copies of a number of the better ones to use for your business requirements.

These kind of publications are "In Print" quickly with no long waiting for your ad to appear. They reach an amazing number of small homeworkers and opportunity seekers. If your product or service appeals to these readers and the rates are right, you should get good response. The prime reasons for using these magazines and adsheets are:

1. You get the agreed discount on your advertising after the first time in exchange for mailing a few copies.
2. You earn a specified commission on all new co-publishers and advertisers you get for the publisher.
3. You will receive a discount on all future advertising as long as you continue to co-publish.
4. Of course, you should get some business from your own ads as well.

Include a copy of the magazine or adsheet in orders you fill and in your mails, or advertise that you send them free for payment of the postage cost. Using these methods, your postage cost to mail your copies is zero.

Another reason for co-publishing various magazines is that many of them do not require camera-ready copy. Some do an excellent job of typesetting and offer this service free. Items selling in these publications generally sell for \$15.00 or less.

How to Make Money Even When Your Ads Don't Pull!

This is a little more information on the "Riskless Ad Method" for the Co-publisher.

Step 1:

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Advertise in mailorder magazines and adsheets that you offer Co-publishing. As mentioned earlier the price you have to pay for your ad is usually the full scheduled price for the first time, then 50% discount thereafter as long as you continue to Co-publish the magazine or mailorder adsheet.

Step 2:

You generally receive 50% commission on ads, subscriptions, etc., that are placed through you, so with the copies you receive and mail you can make money, as long as you stay with top quality publications carrying many articles of interest to mailorder dealers and money-seeking enthusiasts, and which offer good products or services at reasonable price.

Step 3

Distribute you magazine to people who are likely to place ads, etc. Check for firms who advertise in one co-publisher magazine and not in another. Send them a copy of the magazine they are not currently co-publishing or advertising. Since the publisher's name is not printed on the magazines, readers will have to order through you. When they order you make 50% and sometimes more. Go through all the literature and information you receive, from your various ads and contacts, with a fine tooth comb. You have paid for it all and somewhere within the pages of the publications you receive you will find the good programs to fit your individual business plans. YES! By Co-publishing you can make money from both your ads and from mailing copies.

Publish Your Own Best Sellers: Cookbooks!

Every year, cookbooks are high on the list of the nation's best sellers. There are tens of thousands of them sold each year with no suggestion of any weakening of the market. Trouble is, there are so many cookbook writers and publishers that the odds of any one particular cookbook becoming a best seller are not much better than a new novel. But, it can be done!

Two things that make cookbooks different from other projects are subject matter and author recognition. Prospective buyers don't have to read part of several chapters to see what the book is about, and the author of a cookbook need not be a world famous chef — so long as the recipes sound desirable.

Basically, there are three approaches to this business:

1. Accumulate recipe collections and have them published.
2. Publish recipes for organizations.
3. Print private recipe collections.

The first category is the collection and publication of recipes from any sources where you are the publisher, author and/or editor.

The recipes can be in virtually any category (diet, ethnic, geographical area,

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beef, vegetarian, all desserts, etc.).

Don't overlook recipes for specific groups, such as diabetics or those allergic to milk products. They can be your recipes, from your family cookbook, purchased, or collected by many different legitimate means.

About the only major "no-no" in this area is to copy one from a copyrighted publication. Aside from satisfying yourself that the recipes are accurate and actually produce the desired results, it is usually necessary to convert some of them so that they all produce about the same number of servings (e.g., 1 or 2).

This would be especially important in a cookbook for singles or dieters. There are computer programs that automatically convert recipes to a desired yield (one is Meal Master, a Shareware program available from most any computer user club).

A recipe for 12 loaves of bread would be too big for the average home recipes book. So all the ingredients (cups, teaspoons, tablespoons, etc.) need to be cut by about five sixths and still be in recognized recipe terms (no easy task for the average person without a Ph.D.).

When publishing your own cookbook, the greatest challenge is selling it.

There are an awful lot of cookbooks on the market today, so if you are to compete successfully you must offer something different. It must be something calculated to meet (or create) a demand so people will want to buy it.

The "trick" is to convince potential buyers that your cookbook has recipes they want, don't already have and that other cookbooks don't offer — at least in the same form yours.

Probably the best way to prepare yourself to come up with a novel approach is to study what is selling currently and in particular, how it is being sold. Check the book stores, advertisements and offers you see in supermarkets and department stores. What do they cover, and more importantly what DON'T they cover.

The third option is to "publish" a private family cookbook. Here, you would gather recipes from one or more members of the family and arrange them into a collection.

Make sure to get comments for each one: who's favorite dish; where it came from, or interesting remarks — anything that will help make the cookbook truly "family." The recipes should be arranged by category, and there should be good representation in each section to produce a well-balanced product.

Naturally, the easiest way to compile such a cookbook would be on a word processor or desktop system. It would be extra nice to include illustrations (from clip art), and the cover and at least the main title page should be highly personalized. It could bear the family name and "grandma" as the author, for example:

The Jones Family Cookbook, edited by Sally Jones-Smith

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Then, each section title page could have a cute comment, so that the complete product would reflect as many members of the family as possible. The initial copy would be for mom (or grandma), but as you might guess, there would be ample opportunity for extra copies — for the in-laws, cousins, and of course, one for each daughter when she marries!

Charges for this type of cookbook would be for your time and expertise as well as the amount and type of materials used. The pages can be plastic covered; it could be printed on a color printer, the covers could be embossed or hand done and inserted under the plastic on a three ring notebook — and many other possible combinations.

One (of many) idea for an inexpensive but impressive cover is to obtain a good (high contrast) black and white picture, silhouette or drawing of the lady, couple or family involved and use that as a centerpiece, around which you place clip-art and/or rub-on letters to make a “master.”

This could then be copied and inserted under plastic on a three-ring notebook. It is also possible to purchase decorated sheets to which you can add the photograph or drawing. And, if you have or can use the services of a good desktop publishing system, there are many other options easily within your reach.

Your profit will not be on the first book. You should just about break even on it (e.g. get paid for your time and materials). Your profit will come from sales of duplicates — for sisters, uncles, in-laws and for daughters and daughters-in-law when they marry. Once the family owns a single copy of this Heirloom, they will want to pass it along — especially when they learn that additional copies are half price!

This particular option has an additional potential profit source: when you prepare the Jones’s cookbook, you will undoubtedly “save” it onto a disk that cost a quarter or so. There is no need to erase this disk — just file it, and let the customers know you have it and can update, re-issue or add to it whenever they wish.

For example, you can add a page or two of recipes from the newer family members (along with their comments); correct a mistake in one already printed, or you can run off another complete copy whenever you wish. You would make enough on one correction or page addition to more than pay for the 25 cents you have invested in the disk — and plenty more when they want more copies!

Within these three major divisions are countless other variations that could never be covered in one volume — in fact, you may well come up with a new one that does great. Some try to sell recipes one or two at a time, other group them by desired result (diet), food groups (all meat, game, vegetarian), health (salt free), ethnic (soul food), nationality (Hungarian), regional (Midwestern), special groups (senior citizens, Toronto TeeTotalers), or specific courses (all salads). Cookbooks can be all inclusive (large volumes) or short, inexpensive booklets for special-

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ties. They can be loose-leaf or bound, large or small.

Note the advertisements that keep appearing over and over — as compared to those that appear and then disappear. For example, there are ads in the *National Enquirer* for one or more “special” recipes, as many others for cookbooks, collections and special purpose diets.

Ads that appear only once or twice indicate that they don’t work (the ads cost more than they bring in). The problem can be the product, pricing, wording of the ad, or the fact that there simply isn’t sufficient demand for what is being advertised. You will have to make that judgement, but it can be made easier by using a little logic.

if a diet food ad disappears, it is not because the demand for the diet food was “reduced” (sorry “bout that!), so it must be the price, wording or marketing method. You can eliminate price if the item wasn’t overpriced and marketing if there are many other ads in the same publication that do seem to “pull.” In this case, the wording of the ad was the culprit — hopefully, you can spot the problem and avoid it when you write and place yours!

Many printers will be glad to publish and promote your cookbook — but very few (probably none) will be willing to do so on a percentage basis — they will want their money “up front!”

You can probably get several quotes on printing a certain number of copies, which will help equip you to get a pretty good printing price — obtain perhaps 5,000 copies at a dollar or less per copy. But the real job is selling them.

Many printers will give you a package price for printing and promotion, but you can’t be sure of just what their idea of “promotion” is. Most of them will send out sample copies and price lists and then wait for the orders to come in. If they come in, you do fine. If they don’t — well, the printer kept his part of the bargain!

As a general rule, unless you have the funds to spare, it is best to promote your own cookbook. You do that by sending copies and price lists to possible buyers, by advertising it, personal appearances, fair booths (samples of its cuisine), giving it away as prizes, running specials or any other way you can think of!

The second method is to publish a cookbook with a “guaranteed readership.” That is, collect recipes from individuals, list the names of the contributors, and sell copies to them! This is not as far fetched as it might seem at first.

An example is a recipe book for a church group or club, where the completed cookbook is purchased by the recipe contributors as well as other members of the congregation or club — to raise money, and also promote the organization.

As the promoter of such a cookbook, you collect, edit and organize the cookbook, arrange for printing, and then help sell it (both within and outside the orga-

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nization) for a fee or percentage of sales.

Or, you could promote a community cookbook featuring the cuisine of your area, and again giving credit to contributors (credits help ensure sales). In this case you may not need to share your profits with anyone, yet people whose names are in the book will buy it, as well as those who want to “support the city.”

Although there are thousands of possibilities as to the content of a cookbook, consider something like all “southern fried chicken” recipes; meals for RV park potlucks, Cook County Cuisines, or Lake Charles Fish Recipes.

Still another possibility would be a booklet for the band-boosters, Soccer Moms or a collection of recipes from senior citizens, with a percentage of the proceeds going to their organization. The latter might include family heirlooms that will be lost if they aren’t preserved in your cookbook!

Perhaps the most inexpensive way to produce a small number (less than 500) cookbook is to prepare your pages for reduction onto legal sized paper.

Four typewritten sheets can fit on one sheet of 8 1/2"x 14" paper if they are reduced in size and placed side by side on the 14" width.

The legal size paper is then folded and stapled to form a booklet 8"high by 7" wide.

The page numbering can be tricky in this system, but a copy or booklet service can advise you how to number the pages once they know how many pages the booklet will have.

You should be able to produce this type of booklet, complete with a stiff paper, titled cover for 3 - 5 per page.

When having small jobs printed, always check with both copy services and printers for the best deal.

The bottom line in successful cookbook publishing is to plan carefully and know exactly what you want to do before beginning. Plan what type recipes you want to feature and consider who would be most interested in buying them. Next, figure the best way to attract those potential buyers to your product.

Work on your recipes until you are certain they are just the way you want them, then design a cover for your book, have them printed, and start advertising.

One problem that can surface in this business is bad recipes — those that have not been tested and tested by someone who knows food.

Sometimes small publishers run recipe contests and get hundreds of recipes for good (looking) dishes — but they won’t all TASTE good! After all, they were sent in by various people, some of who undoubtedly jotted down something from memory, and others who just copied them. The warning here is to include only recipes in your cookbook that you KNOW are good.

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BUSINESS SOURCES (Write First to make sure they are still publishing)

OLSON PUBLICATIONS, INC., Box 1208, Woodstock, GA 31088, 404/928-8994. Publishes monthly **FOOD PEOPLE** for the retail food industry (not restaurants).

ELM SERVICE MARKETING, 2132 Forden Ave., Madison, WI 53784. Publishes **FOOD SERVICE MAGAZINE** for the food service industry and **INDEPENDENT RESTAURANTS** for prepared food retailers.

MARATHON INTERNATIONAL PUBLISHING CO., Box 33008, Louisville, KY 40232. Wholesale cookbooks for mail order sales (drop-ships).

METANOIA CORP., Box 267, Fon du Lac, WI 54935, 414/923-3700. Publishes **COOKING FOR PROFIT**, monthly trade magazine for food service operations.

PENTON, INC., 1111 Chester Ave., Penton Pl., Cleveland, OH 44144, 216/696-7000. Publishes **RESTAURANT HOSPITALITY**, trade magazine for restaurant owners.

SPEEDIBOOKS, 23680 Miles, Cleveland, OH 44128. Printer of booklets (from 3 cents each).

PUBLIC BRAND SOFTWARE, P.O. Box 51315, Indianapolis, IN 46251. 80/626-DISK (IN-800-727-3456). Free catalog of public domain software — includes several menu and recipe programs.

EPISOFT SYSTEMS, Suite 143, 1321 SE Everett Mall Way, Everett, WA 98204. Offers **MENU MASTER** — program that converts servings. Licensed version - \$35

PC-SQUARED, P.O. Box 1610, Morgan Hill, CA 95037. Offers **PC-RECIPE**, program for recipes.

VANTAGE PRESS, 516 W 34th St., New York, NY 10001. "Vanity" printer — prints and/or promotes books for a fee.

R.R. DONNELLY & SONS, 2223 Martin Luther King Dr., Chicago, IL 60616. Book publisher.

KINGSPORT PRESS, INC., Box 711, Kingsport, TN 37662. Book printer.

INTERSTATE BOOK MFG. CO., 2115 E. Kansas City Rd., 37662. Book Printer.

THE KELSEY CO., Box 941, Meriden, CT 06450, 203/235-1695. Printing supplies (reliable authority on printing).

DOVER PUBLICATIONS, INC., 31 East 2nd St., Mineola, NY 11051. Discount books, clip art, stencils, etc.

QUILL CORPORATION, 100 Schelter Rd., Lincolnshire, IL 60917-4700, 312/634-4800. Office supplies.

NEBS, 500 Main St., Groton, MA 04171, 800/225-6380. Office supplies.

IVEY PRINTING, Box 761, Meridan, TX 76665. Letterhead: 400 sheets plus 200 envelopes _ \$18.

ZPS, Box 581, Libertyville, IL 60048-2556. Business cards (raised print - \$11.50

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per K) and letterhead stationery. Will print your copy ready logo or design, even whole card.

WALTER DRAKE & SONS, 4119 Drake Bldg., Colorado Springs, CO 80940. Short run business cards (250 for \$5), stationery, etc., Good quality but little choice of style or color. Can be difficult to deal with (they are a “short-order” mail order house).

Secrets Of Successful Authors

When the writing bug hits you, get out your pencil, typewriter, word processor or tape recorder and go to work.

Personal wants and desires, such as “How to Make Money” can put you on the road to success in the writing field. there are five main emotional appeals for selling this kind of publication: Money, Self Preservation, Family, Romance, Recognition. These appeals can all be built into your writings.

It pays to make up a good advertising schedule several months in advance and when you do hit the pages with your ads, be sure they “Drip” with enthusiasm!

The title is of the greatest importance. It alone can determine the sales volume to a large degree. Price your report so that you can come out with a good profit. You will want to make tests to see if your publication will bring in the required price before going into full scale advertising.

Most people are dreamers not “do’ers”. It is only a short step to be a do’er... Just do it!

Sometimes it is better to write a strong ad before you write the report, then make the report live up to your ad. Make your ads friendly.

Write about a special subject in a unique way: Strive to write in such a way that you will get repeat orders or will receive orders from the same customers for your other books and products. Have a follow-up program ready to go.

Ship your orders without delay. Don’t hold them up for checks to clear. It will do you much more damage than getting a few bad checks. Offer a free bonus for “buying today”.

Get quality printing for use with all your paper needs (letterheads, envelopes, circulars, sales letters, return envelopes, order forms, etc.)

You can set up a distributor program, sell your publications direct to the consumer, or use both methods.

It’s a good idea to give your other publications a boost within the pages of your other reports and books, but don’t brag about your accomplishments or try to sell all your own products in the body of your publication.

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How To Copyright Any Publication Without Cost

To establish a copyright you must simply print the below notice, either on the cover or the page immediate following the cover in your book, report, etc. There it is:

c 1979, John Doe, or Copyright 1979, John Doe.

Most people do not know that you are NOT required to register the copyright with the copyright office, but if you DO wish to register it, write to them for the necessary application form. You then submit two copies of the publications along with the application form for each copyright. For necessary forms and additional information, write: Register of Copyrights, Library of Congress, Washington DC 2055

How To Price Your Book!

Whatever amount you come up with for the price of your book, remember that advertising expense will usually take 50% to 60% of your selling price if you are to promote your book properly and get into the mass market. This only leaves 40% to 50% of the sales proceeds for all your other expenses and a reasonable profit for your efforts. And don't forget "all other expenses" include not only the cost of typesetting, printing, mailing and other direct expenses, but also includes numerous variable and indirect expenses; such as auto, depreciation, insurance, and all the other "general overhead", even if you only work part-time from your home. Then you must have enough left over to "pay yourself" a reasonable draw for your time, effort and risk!

Failure to understand the "Mathematics of Mail Order" is the basic reason most people do not succeed when trying to sell books by mail.

One of the most important points to learn about mailorder mathematics is just exactly where your break-even point is. This varies drastically depending on the total units produced and sold. The more units sold the less the cost per unit. In other words, the more you sell the more flexible you can be in pricing your product.

Never price a publication at less than total cost, just to increase sales, unless you have computed correctly that the increased sales will reduce your unit cost sufficiently to overcome any potential loss.

On the other side of the "coin", if the price of your publications is too high, you could be in a worse position than if selling for only half the price. Maybe a price reduction of 50% will get you 500% more sales thus lowering your variable costs per unit sufficiently. The loser is immediately turned into a blockbuster! Only tests will tell!

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How To Publish A Contest Bulletin!

Many people are entering various contests to reap the benefits their jobs cannot provide them. These optimists rationalize that "one day they will win".

You can help these individuals discover a whole new world by providing a series of contest bulletins. One man in Florida publishes a monthly bulletin and accumulates many friends. He also realized large profits through his service. Using an inexpensive mimeograph machine he lists various contests, rules, and the addresses where entries are to be sent.

He gets his information by reading the latest issues of many national magazines. His customers are obtained from ads he runs in local and national media. At \$2.00 per copy, this type of business can be successful and profitable as well. According to the latest notice sent out by this man, his circulation is in the thousands.

71 Ways For A Writer To Make Money

GENERAL WRITING:

1. Copywriting for television commercials
2. Copywriting for radio commercials
3. Copywriting for newspaper and magazine ads
4. Professional letter writing
5. Creating plots for other writers
6. Writing correspondence courses
7. Travelling writer
8. Newspaper feature writing
9. Writing for weekly tabloids
10. Writing humour
11. Writing greeting cards
12. Writing witty sayings for bumper stickers
13. Writing fillers for newspapers and magazines
14. Ghost writing
15. Script writing for movies
16. Script writing for television
17. Writing plays
18. Resume service
19. Writing non-fiction

FREELANCE WRITING FOR:

20. Daily newspapers

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21. Professional journals
22. Consumer magazines
23. Confessional magazines
24. Poetry magazines
25. Fiction magazines
26. Farming-dairy-poultry- livestock journals
27. Technical journals
28. Manufacturers' trade journals
29. Retail trade journals
30. Sports magazines
31. Teenagers' magazines
32. Children's magazines
33. Gag magazines

WRITING A NEWSPAPER COLUMN ON:

34. Crafts
35. Art
36. Celebrities
37. Street interviews
38. Travelling
39. 25, 50, 100 years ago today
40. Local street names
41. Gossip column
42. Personal problems
43. Gardening
44. Cooking
45. New products
46. Child care
47. For teenagers
48. Children's question-and -answer
49. With humour and jokes
50. Sport
51. Pets
52. Shopping
53. Cars
54. Hunting and fishing
55. Do-it-yourself

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PUBLISHING:

- 56. A newsletter
- 57. Sportsmen's bulletin
- 58. Bulletin for the handicapped
- 59. Apartment bulletin
- 60. Club bulletin
- 61. A tourist guide
- 62. Restaurant guide
- 63. A home-business guide
- 64. Part-time and free-lance help directory
- 65. Teachers' yearbook
- 66. Small newspaper
- 67. Magazine

MISCELLANEOUS

- 68. Proof reading
- 69. Free-lance editing
- 70. Become an author's agent
- 71. Teaching English

How To Publish Your Own Mail Order Catalog

Why do you need a catalog if you don't carry a line of expensive books, and are only starting in business selling nothing but short reports? You need a catalog because if you are selling only one or two reports, you will soon be out of business, no matter how good your reports are. You need an entire product line, even if it is made up of short reports. Let's use as an example twenty reports as the minimum to put into a catalog. The reports should all be for a similar product (selling information by mail), so any customers for one of the reports is also a good prospect to buy several more.

All you need to do is publish an inexpensive catalog that is large enough to describe all your products. This can be a one-page mini-catalog or a four or eight page catalog. At the beginning of your business, you cannot go for an expensive catalog, but if your test ads are working out well, then you may start thinking about a catalog printed in newsprint which is the cheapest material you can use.

If your eight page catalog is working out well, you may want to try for a sixteen page catalog, but you will need about 70 items to sell. This is the other dimension to the catalog business that will enable you to print a catalog of as many items as you want. **YOU CAN ALWAYS ADD PRODUCTS SUCH AS REPORTS OR BOOKS THAT YOU CAN GET FROM OTHER MAIL ORDER PUBLISHERS.**

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Every mail order dealer, with very few exceptions, will drop-ship his books for about 40-50% commission, which means you don't even have to carry his books in your stock. All you do is place his titles and prices in your catalog. This is actually costing you nothing, so you have everything to gain and nothing to lose.

To get the names of the mail order book dealers who want you to sell their books, just look in the usual money-making, opportunity sections of the proper tabloids, magazines, etc. You should also be getting their literature in your own "junk mail" collection.

There are many dealers as you will find out, so you can easily fill up your catalog with as many books as you have room for. Again we must repeat "you have nothing to lose and everything to gain by carrying other dealers' books and publications.

Facts About Copyrights

Copyright is a widely misunderstood concept. The fact is, everything you've ever written, from your school notes to family bulletins, is yours, and unless you copied it from a copyrighted source, you own the copyright. This simple legal principle is accepted in most free-world countries, but it's almost useless to you in a court of law without some sort of proof.

The simplest way to assert copyright is to print (C) Your Name, Year. You'll notice we use this notification on much of our material. It is not necessary to add the legal warning which we use, however.

You can protect your copyright cheaply, and with a high degree of legal protection, by sealing the item to be copyrighted in a tamper-proof envelope, stamping the envelope over any point where the envelope could be opened, having your postal clerk postmark the stamps over the seal points, and mailing it back to yourself.

Label the envelope for future reference, and if you can, smudge the fresh postmark ink so there's a gray blotch between stamp and envelope. It can be scrutinized in court for tampering, and any half-decent forensic scientist will be able to shoot down any zealous attorney who tries to prove you faked it. You can copyright whole books this way for under \$2.00.

You are not strictly required to register your copyright, but it is the best protection, and if you do wish to copyright, write to:

Register of Copyrights. Library of Congress, Washington. DC 20059 (U.S.) or: Supply and Services Canada, Publishing Center, Mail Order Section, Hull QC K1A 0S1 for a copy of the Copyright Act in Canada, and Industrial Design Branch, Bureau of Corporate Affairs, Consumer and Corporate Affairs Canada, Ottawa, ON K1A 0C9 for general inquiries.

It costs money to register a copyright, so unless you really require solid

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protection, or demand confidentiality, it may not be worth your while.

How To Compile A Directory For The Mail Order Market

Compiling a Directory and selling it in the mail order market is not only a FUN but a most lucrative and yet untapped field. However, if you want to be successful, you will have to be on you toes, always looking for new ideas and constant advertising.

Compiling and selling directories can bring fortunes because:

1. It's an easy job 2. No huge investment is required 3. The market is huge

You should always keep the following things in mind:

1. The topic should be a new one i.e. it has not been sold previously.

2. When you collect information, remember, it should be correct, and must be updated and revised regularly. For this I suggest a simple idea - request the dealer that you are going to publish details and address on, to inform you whenever there is a change in address or in his/her rates, etc. for the product. Since the dealers will get free exposure, most will co-operate with you. It is better if you revise after six months or so, deleting the out of business dealers and adding, new ones. In fact, this is the most important and single factor which will help you in getting repeat business.

3. It should be nicely printed.

4. In your advertisement, clearly tell customers how many names, etc. will appear in your directory. Because you are selling information, even one address is as good as 50 addresses if the address is important and not easily available.

5. Keep the rate to a maximum of \$2 to \$3.

6. Always try to be in the process of preparing for a new directory. You will have to do a little bit of research, but this should be expected if you want some real profits.

For success, always plan new, think new, sell new!

You can do it this way... after selecting a topic:

Whenever you start reading a new publication, keep a colored pencil in your hand and give a careful reading to each ad, keeping in mind your topic. If you are listing addresses, then simply clip that ad and paste on a paper. Also, with a pencil write the issue of the publication and month/date of publication close to the clipping. This will help you when you revise your lists. If you have more than one idea in mind, pencils of different color help to make your job easier when you are compiling. Always advertise AFTER you have prepare your list as you may not be able to collect the number of addresses you had expected.

30 DIRECTORIES YOU CAN COMPILE FROM MAIL ORDER PUBLICATIONS

1. List of dealers who will publish your 1" C/R AD for \$1.00.

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2. Dealers who will send their BIG MAIL for postage only.
- 3.. List of opportunity seekers.
4. List typesetters of camera-ready ads and their rates.
5. Dealers who will send 50 copies of your C/R ads for \$2 for a 1" ad.
6. List of 50% commission mailers.
7. List of dealers who will offer you 100% dealership after a first purchase.
8. Mail order enthusiasts seeking commission circulars paying 50% or more.
9. Mailers who will distribute your publication for co-publishing rights.
10. List of International Mail order dealers.
11. Publications offering free subscriptions.
12. Sources of free mail order publication and books.
13. List of multilevel opportunity enthusiasts.
14. Addresses and advertising rates of leading mail order publications with over 10,000 circulation.
15. List of international penpal clubs. (For sale in USA).
16. List of leading penpal clubs in the USA. (For Sale Outside of USA).
17. Philatelic dealers who send Stamps FREE for approvals.
18. Circular mailers who will distribute your circular in USA for 3 cents each.
19. International circular mailers.
20. List of various publications who will publish your 1" ad to over 10,000 after first time at less than \$5.
21. List of YOU-PRINT-I-MAIL dealers.
22. List of exchange Advertisers. (X-Ads).
23. List of quality mailing list dealers.
24. Directory of Mailing List Buyers.
25. List of dropship dealers.
26. Publishers who will typeset FREE for insertion in their publication in exchange for your advertising in their publication.
27. Bad Guys of Mail Order or Crooks in Mail Order Field.
28. Directory of importers and exporters.
29. Dealers who deal with adult items.
30. Directory of adult items seekers.

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Selling Recipes By Mail

During the past few years, a number of very enterprising housewives (and a few Men!) have established very successful businesses selling recipes by mail.

The idea is very basic. You create a new recipe and then you advertise it in the classified section of a magazine or newspaper which is read primarily by housewives. You advertise your favorite recipe for a dollar, and some dealers also request a self-addressed, stamped envelope. When you receive orders in the mail you mail them a typewritten copy of your recipe. Or a Xerox copy. Even handwritten copies are permissible, if the handwriting is very legible. Along with your recipe you include a list of additional recipes which you have for sale. The list should tie in with your original offer.

Let us imagine that you have advertised a secret recipe for Danish Butter Cookies. Your list should include other cookie recipes, as well as Danish recipes. If your customer bakes your Danish Butter Cookies and likes them, she will be in a good frame of mind to purchase more recipes from YOU!

In researching this article, I combed through the classified sections of dozens of magazines studying recipe ads. Here is a partial list of recipes that were being sold by mail:

Four Fabulous Christmas Cookies Delicious Frosted Brownies Red Velvet Christmas Cake Old Fashioned Nut Roll Greek Donuts with Warm Honey Cinnamon and Sesame Cookies Aunt Sarah's Original Turkey Goulash Delicious Coconut Cake Italian Gravy Texas Longhorn Bar-B-Que Sauce Sparkling Burgundy (French Wine Recipes) Chocolate French Mint Pie Quick Punch Sugar Free Fudge Homemade Cheese Unique Plum Pudding Twenty German Recipes Russian Tea High Protein Diet Candy Italian Candies Grandma's Old Fashioned Bread Polish Recipes Grandma's Fantastic Mocha Cream Cake Chocolate Pie (Superb Crust, Filling, Topping!) Hungarian Green Bean Soup Molasses Donuts Effortless, Bakeless Fruitcake Vegetarian Recipes (Swedish Meatballs, Cottage Cheese Meat Loaf) Delicious Ambrosia Cake Fantastic Frosting Man Pleasing Chili Sour Dough Starter Bread & Pancakes Wine - Australian Style (Authentic, simple - no yeast) Famous Pastry Shop Cheesecake Sugarless Diet Desserts Light Moist Coconut Cake German Christmas Cake Coldwater Dill Pickles Old Testament Scripture Cake Easy Delicious Cherry Cobbler Beer Cake Holiday Honey Balls etc.

You will notice a lot of REGIONAL and NATIONAL recipes. If you collect recipes from a specific country, say Finland, Czechoslovakia, Yugoslavia, etc., they would probably sell very well. Also recipes from New England, the Deep South, or some other special area would do well. Also notice the number of recipes that contain words like DELICIOUS, TEMPTING, AND EASY! Further, recipes which are sugarless, or which feature Vegetarian specialties would seem to do very well.

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Many housewives pay a great deal of attention to HOLIDAY recipes. If you can time your ad so that it appears about thirty days before Valentine's Day, St. Patrick's Day, Easter, Mother's Day, the Fourth of July, Father's Day, Halloween, Thanksgiving, or Christmas . . . you will do very well selling Holiday recipes.

WHERE DO YOU FIND RECIPES?

Start by selling your own recipes. Ask your friends if they have recipes that you can use. Often they will be delighted to help you! Or you can go to the library and search through OLD newspapers and magazines. When you find recipes that look promising, go home and experiment with them. WRITE THEM IN YOUR OWN WORDS . . . otherwise you would be violating copyright laws.

To get an idea of what kind of recipes are currently being sold, it would be advisable to study the recipe section on the classified pages of the National Enquirer for several weeks. (Their advertising rates are sky-high, but they sell about four million copies of the magazine every week. I notice some ads in every week, and they couldn't continue unless they were getting stacks of orders!).

Below is a list of other publications which carry recipe sections in their classified pages. The list is by no means exhaustive. If you will write to these publications and tell them you are interested in selling recipes by mail, they will send you sample copies and their rate charts.

Capper's, 616 Jefferson, Topeka, KS 66607 (Small town farm paper)

National Enquirer, P.O. Box 10178, Clearwater, FL 34617 (Sold mostly to lower and middle income housewives)

Texas Farmer Stockman, 6277 Sea Harbor Drive, Orlando, FL 32887 (A good way to reach rural housewives)

The Workbasket, 4251 Pennsylvania Ave., Kansas City, MO 64111-9990 (Many housewives ready this one!)

Progressive Farmer, 2100 Lakeshore Dr., Birmingham, AL 35209 (Large farm circulation)

Grit, 208 W. 3rd St., Williamsport, PA 17701

CLOSING THOUGHT: Give your customer her money's worth and you will be in business for many years to come! Good luck to you!

Funny Lines For Cash

You can sell your good jokes to all kinds of comedian and cartoonists if you follow simple procedures when submitting. But like Greeting Card writing, this is an extremely competitive field and unless you are very good, you cannot expect to make a living at it.

Start by looking through the latest edition of the Writer's Market under Gag Writing.

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You might be surprised at the large number of cartoonists looking for work, and even more surprised by the kind of work they're seeking. Make a study of this section of the book before you start writing gags and making submissions.

One idea: when making your first set of submissions, include a card that reads as follows: Thank you for the submission, but I am returning them because they are:

- ☐ Not suitable for my markets
- ☐ Not professional
- ☐ Not funny enough
- ☐ Not funny at all
- ☐ I don't need new submissions at this time

Expect to see the last slot checked off frequently. What this card will do is show you who is most impressed by your work and who might be a better bet for a future sale. If you sent your best batch of gags to someone you thought could use them and he says they aren't funny at all, why waste postage trying to change his mind?

If you want to give this a try, start writing gags immediately and file a lot of them, several hundred if possible, before making your submissions. The more you have to choose from, the better your choices will be and the better your chances of making a sale. Be aware that payment for cartoon ideas is not as good as for greeting cards.

If you get some positive response from your submissions, you might even want to start hanging around at comedy clubs. Young comics need the very best material that they can get if they hope to make any sort of name for themselves, and many will be happy to pay two to five dollars for a good line. Provided, of course, that you don't turn around and resell it to someone else the next day.

Don't forget that many daily newspapers and magazines pay cash for good jokes but they tend to get swamped with submissions, so unless you have a lot of faith in your idea you just might be wasting postage.

Writing For Greeting Card Companies

This has been on the minds of almost every amateur poet and jokester at some time or another. Most people seem to think there is a fairly high demand for greeting card verses and good jokes for gag cards. This is not true. Many firms hire their own writers since they cannot effectively handle all the thousands of suggestions they get from amateur writers trying to make a few extra dollars. Remember when you enter this not-so-lucrative field that you will be competing against highly skilled freelance writers and creative writers with a great deal of experience in dealing with editors and publishers. Your chances of landing a lot

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of sales are very slim indeed, but there are a few people every year who do make a dent in the market and find their time and effort well rewarded.

A member of our staff decided to investigate the market for his own sake and discovered some interesting things which we thought we'd pass along to you. He wrote to most of the greeting card firms in the 1985 Writer's Market, the definitive guide to who buys all kinds of writing, who are accepting freelance submissions.

Here is what he found out: Of the fifteen or so he wrote to, most of whom requested self-addressed, stamped envelopes for replies, only seven responded and only five are accepting submissions.

Hallmark, the giant in the field is not accepting unsolicited ideas.

Fran-Mar Greeting Cards of New Rochelle, NY is interested mainly in novelty stationery ideas and invitations and thank-you notes, and purchases a limited number each every year.

Bo-Tree is not accepting any submissions at this time.

Carolyn Bean Publishing Ltd., of San Francisco is looking for artwork and for words and makes no bones about the fact that they expect the highest quality of work for their wide variety of greeting cards.

Oatmeal Studios of Rochester VT accepts humor only, and a copy of their writer's guidelines (the letter starts: "Dear Funny Person:") is a necessity for their writer. They pay well, too - \$50 for each idea they buy.

Amberley Greeting Card Company of Cincinnati is interested in a wide variety of ideas, and it would be wise to consult them first about the current needs. They pay \$40 for each usable idea.

Contenova Gifts Inc., of Seattle, Vancouver and Toronto look for funny card ideas which can be easily translated to a card by an artist. Write to the Vancouver office for current wants.

Portal Publications is seeking artwork only at this time.

Those firms have proven to us to be responsive to the writer and will probably be your best bets for sale. If you'd like to give this hobby a try, read the section of greeting card markets in Writer's Market to get better ideas of exactly what is involved in submitting professional-looking ideas. And sad to say, the days when the flowery verse writer could sell to greeting card companies appear to be almost gone.

How To Publish Your Own Newsletter

With the expansion and diversion of businesses, manufacturers, and even hobbyists into more and more specialized areas of endeavor, there is an increasing need for information. And newsletters are the high profit way to cash in on the

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market for specialized information.

You can write and produce your own newsletter from home with a low overhead and potential for high returns. Many newsletter subscriptions range from \$25 to \$100 per year, some much higher. Even a thousands subscribers will bring in huge earnings. There are no tried and true methods of making a newsletter successful, but if you investigate the market thoroughly, and are cautious in your moves, you can make a break-even profit turn into a sound income year after year.

You don't have to be a famous business consultant or an insider on the stock market to produce a newsletter. There are many that cater to all types of sports, crafts, health, housing or money making.

The most important aspect of creating a successful newsletter is the market. You need to research who will buy the subscription and how much they are willing to pay. But there are sound methods of testing the market so you can be sure to come out ahead and establish yourself in the field.

If you have a special interest that has a broad following, you might find that a newsletter will be readily accepted and flourish.

What interests or hobbies have you been involved with that can make a lively income for you? If you follow the steps and carefully consider your market, there is no reason why you can't get into the newsletter business too.. And you can **MAKE IT WORK**.

WHAT IS A NEWSLETTER?

A newsletter is a special timely report on a single subject. It is a personalized, concise statement from an expert or person thoroughly familiar with a specialized field.

Newsletters are maintained solely by subscriptions; there is no advertising. Most are printed within low budget means, typewritten, from two to eight pages.

The specialized information in newsletters is current, and usually cannot be found elsewhere. They are a logical extension to trade journals and magazines.

Aimed at a select group, they often contain the inside information in the field, hot tips or news scoops that become old news in publications of the trade.

Newsletters are not distributed by newsstands, nor are they meant for the mass market. In fact, the average number of potential readers of newsletters in any one field is relatively small.

Because of their specific information,, newsletters can command a high subscriptions fee. Business can afford to spend money to offer executives top-rate information..

There are hundreds of newsletters now being published and distributed in

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the United States. But there is room for hundreds more. Because of the specialized market, there is often little competition among newsletters, and THERE IS A RISING TREND TOWARDS SUBSCRIBING.

WHY ARE NEWSLETTERS POPULAR?

With all the print media and visual communications in this country, you might think there is a saturated market. And that is true when it comes to general interest mass market publications. However, the need for specific information in specialized fields is constantly increasing. How can I beat the competition? How does the world news affect my industry? Will a union strike on the other side of the world raise our prices??

The focus of the newsletter is success. Success in business, success in hobbies, success in health and happiness. The information contained in the newsletters motivates readers to follow the advice. What are the best investments? Where are the trade shows? How can I get an edge on winning contests?

There is an endless need for specific knowledge in every field of endeavor. Since there is a high standard of competition within every aspect of our modern life, people search for ways to be in the know, and use that information effectively.

One of the reasons subscription prices can stay high is because people are paying for the knowledge and what might be gained by it. If a two hundred dollar newsletter saves a company thousands of dollars in excellent advice, then it is well worth the price.

WHAT IT TAKES

you can start a newsletter by yourself; you don't need a large staff. A desk at home, a typewriter and a telephone are all the basic tools you need to create a newsletter. Even when you get into computerized labels and mass mailings, you still will not need a large space.

You don't need to invest a lot of money to begin a simple newsletter. You may need to put a little out for advertising for subscribers or mailings to introduce your product. And you need to spend some money on getting the first newsletter printed.

But, if your subscription list builds properly, you'll be able to earn back your initial investments quickly-with some left over.

WHAT TO WRITE ABOUT

The topic choose has got to be your major interest. You'll be living with it day and day out for years, so you need to be devoted to the subject. Usually, it's not hard. You probably already have a chosen field of endeavor, or have developed a keen interest in a special hobby or sport. Writing a newsletter is only one more way to demonstrate your interest.

Read any newsletter you can find. What do they talk about? How much do

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they cost? How long have they been in business? You might want to talk to the publishers of a few to find out how they started and what troubles they encountered. Consider paying them a consulting fee to help you get on your way.

Take a look at all the trade magazines of the topic you'd like to work with. Find out if there are any newsletters already existing in that field. But don't worry—there is usually room for more if you keep to another aspect of the business or endeavor.

Keep up with the current trends in health, money, sports, or social events and styles.. What's new with the young people? Or the elderly? There are many retired people actively pursuing hundreds of various interests. How can you tap into that market??

WHO WILL BUY?

The first place to test your newsletter is with associates and colleagues. And, you don't need their subscription, just their input. What do they think about your ideas? How much would they pay for a newsletter delivered to their office or home on the subjects that are vital to them?

The target you're aiming at is simply, anyone who will benefit from the information you have. Not only are people in a specific profession hungry for news,, but there are people in all sorts of related jobs and organizations seeking specialized knowledge. Everyone is interested in making or saving money. Although you don't have to focus on investments—there are many such newsletters already—you can point out the benefits of your inside tips on how to find the easiest, or the least expensive, or direct-to-the-source methods of attaining materials for pursuits or sports.

Generally, you have a small audience target—about thirty to fifty thousand people. But even a small percentage of that target will make your newsletter profitable.

Extremely successful topics are new trends where people can't get enough information. Manufacturers, advertisers and entrepreneurs are all searching for the new to exploit. Depending on the subject you choose, tap into those potential subscribers.

WHAT TO CALL IT?

The title at the top of the newsletter is the most visual aspect of the publication. It reflects the content and it reflects you. What title is best for your newsletter? If you are well-known in your field, you can use your own name. Or, think of a few titles that indicate the topic, or use a catch-phrase that sums up the endeavor. Two-word titles work well.

You might use an action title if you're going after sports, or a title that includes the word "money" if that's a main focus of your subject.

Make up a few titles of your own. How do they compare with the titles of

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other newsletters? Which rings true for your enterprise?

Check at the library to be sure your title is original and doesn't duplicate other publications currently on the market. The title is your trademark.

Although newsletters require very little graphic design, illustrations, or an art director on staff, you may want to consult a professional designer to help you with the prototype.

Since the title of the newsletter is so important, it would be worthwhile to have it designed.. You'll only need to pay a one-time fee, and you can use it forevermore.

The logo can be very simple. If you have a title that doesn't use your name, you might have a company name under or above the title in small print.. Although most publications don't place the address under the title,, newsletters often do, so potential subscribers know where to write.

Another aspect of the title at the top of the publication is the date and the issue number. These should be considered in the original design. Since a newsletter has timely information,, the date of the issue should be easy to find.

The newsletter will be typewritten and photo offset, so an elaborate logo may look out of place. Start out with one color and keep it as homespun and fresh as the news you'll publish. Avoid fancy type styles or those that are hard to read. And don't go overboard with a clever or cute design. Something simple and clear is what you're after.

STYLE AND FORMAT

A low-budget newsletter is usually one column., typewritten copy, with ample but not wide margins. Anything with two or more columns should be typeset, which is an extra expense you don't need.

The most economical way of printing the newsletter is on one or two 11 x 17 inch pages, printed on both sides, and folded. This will give you a small booklet of four to eight pages, each the standard 8 1/2 x 11 inch size.

You might consider having it three-hole punched. It doesn't cost much to have this done at the printers, and it could be an added feature to encourage subscribers to save the valuable information.

Any graphics should be kept simple, but don't be afraid to use subheads to break up the copy.. A few words capitalized or in a larger or darker print help the reader identify the information, and make it easier to read.

Keep enough white space to encourage reading, but fill the pages to make the subscriber feel the newsletter fulfills its promises.

WHAT TO INCLUDE

Consider a copy format that is divided by types of information. For example, you can have a section labeled profiles, another on upcoming events. Perhaps

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you have a calendar of shows, conventions, or seminars that would concern readers.

There might be sections on various industry policies or unwritten rules.. Past events and history are always good fillers. And don't forget humor. Although your newsletter is serious, potent information, no field of endeavor is without its lighter side. Don't lock yourself into a format you can't always fulfill. Rather, have these sections available for you to use as each issue is written.

And always include subscription information. Your own newsletter is the best way to sell more.

FINDING THE FACTS

Your first issues won't lack for information, because you already have pages of information to publish.. But after that, you'll need renewable sources of copy.

What's new in the industry? Your associates and colleagues are the prime source of undercurrents in the field you write about.. Renew and make new contacts, they'll be invaluable for getting information.

Are there any correspondents you can use in other parts of the country to give you fact? Perhaps you can work out a financial arrangement with an insider for important information you want to include.

Interviews are important ways to get vital information. If you can't contact the people in the high places, such as presidents or directories, their assistants can be just as valuable, if not more, in acquiring information.

New trends are found by talking to the workers, or the participants.. An employee might describe the wonders of a new machine; and athlete may praise some new equipment. And don't have to travel to see these people. A good phone voice can unlock many doors.

Don't overlook the obvious-public relations people have a lot of information to disperse. Creating a good rapport with a P.R. person can get you constant timely advice and specialized information..

Talk to people who have nothing to hide.. Secretaries often know more details than their bosses. And they usually aren't told to keep project secret. What they know can fill pages of newsletters.

Follow up on articles presented in the trade publications. You might be able to use some more in-depth aspects of the same topics they publish. Can you talk to the people they interview? Perhaps you can critique some controversial subject and get someone to present an opposite opinion.

The newsletter is a personal forum. That means that you are welcome to give your personal comments and opinions on anything..

However, they can't be egotistical or narrow minded, or you'll lose subscribers.

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Trade shows and conventions are your gold. Every person who displays or attends the show is interested in the subject.. You could virtually interview everyone and get a complete overview of the industry.

If you are working with a sports topic,, meets and events are the place you need to be.... Talk to people who arrange them and the broadcasters-they have a lot of background knowledge.. You might be able to feature events regularly in the newsletter.

Where are the people who subscribe to the newsletter? What events happen in their towns? If you are writing about industry, where are the main manufacturing plants? Have their local newspapers written about public opinions about those plants, such as pollution or high employment?

If you have a topic that requires a certain environment, how do the local towns cater to the enthusiasts, especially during a main event?

WRITING COPY

In this publication, you are the authority. Use strong, direct statements with an active voice. Although you are often offering opinion, the content should be factual.

Your readers are intelligent, and experts in the same field you are writing about. You'll need to back up statements with research. A rule of thumb is that three concurring sources make fact.

Although you don't need to be a polished writer your copy must be easy to read and understand, It should be exciting, filled with lots of bits of information.

The main thrust of the newsletter is enthusiasm,, Your subscribers are into the subject you are writing about.. Don't be afraid to let them know you love the topic as much as they do.. Go ahead—get excited...

If you have chosen a technical subject, you'll need to be an expert in the field. If you are not,have somebody you can call at any time to confirm fact. After all, your newsletter is geared toward the experts.. so you have to pull through.. You don't have to do all the writing yourself. You can employ free lancers who collect or write material for the newsletter. The financial arrangement is negotiable. But keep in mind that high quality skills and expert knowledge usually cost.

The success of the newsletter lies with the quality of information you have. Not quality of writing-the quality of information.. If a reader can review an entire copy and say, "i know that," you're not coming through with inside information or new trends.

Quality of information is the dozens of little tidbits of information, expert advice, and tips for success. That is the core of the newsletter, and should be the core of your own interests. That is why you have unique knowledge to offer, and why your newsletter will be successful.

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What interests you? You are the best judge of lively topics, and are the best critic of the newsletter. If you subscribed to this publication, would this be what you'd expect? Are you delivering the full potential of the subject matter?

Above all, the information practical? Can a person reading the newsletter gain from having acquired that information? Although you are publishing the newsletter for a select group of people, you should direct it to each individual person.

The personal approach is the best attitude to take in both gathering information and in writing copy. Since the newsletter is an informal publication, the copy should read informally, as though you just heard the hot news and are writing it quickly for your best friend to profit by.

GETTING READY FOR PRINTING

Once you have all your copy finished, you need to have it typed. If you are an expert typist with an excellent typewriter, you're ahead of the game. But if not, spend the money necessary for the final copy to be letter perfect. Any errors will reflect on you-even typographical errors.

The first few newsletters you publish will require a lot of trial and error with copy and layout. You'll need to decide how many spaces to leave between the end of a paragraph and the beginning of a subhead, how many spaces to indent, and how big the margins will be.

Think about what is important to the format. Some newsletters use italics or underlined words to emphasize the importance. And some of these over-use these methods. Always let good taste dictate the layout and style of your publication.

When a whole line is taken up by a few words, or the last half of a hyphenated word, it is called a widow. These look sloppy in any type of publication, you may rewrite the paragraph to extend or shorten that sentence.

Be careful about carry-overs to the next page. It's very awkward to hyphenate at the bottom of a page, or have only one line at the top of the next, then space for a subhead. As you get more adept at preparing copy, you'll be able to write to fit. And that looks good.

The basic standard for a newsletter is clarity. Can you read the type? Are the ideas well presented and easy to under-stand? Do the subhead interest and motivate readers?

The final typed copy is exactly what will be printed. Since photo offset is the least expensive way to print multiple copies of typewritten material, the pages must be clean. Any second color should be indicated with an overlay. This is a sheet of tracing paper taped to the copy with printers instructions written on it and sections circled that need special attention. For the first year of publication, you won't need to put in any photos-in fact, you may never use photos.. But give yourself a long enough time to get established before you go to more expensive elements.

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PRINTING

The least expensive, and most practical, way to print your newsletter is at an instant printer's, using photo offset. These small local businesses can print, collate, fold, and stuff envelopes, all for a reasonable fee.

If you want to use two colors in the newsletter, first have your masthead and perhaps border designs printed in huge quantities. All the clack type can later be printed on those two-color pre-printed sheets.

Don't go to the expense of elaborate printing until your subscription volume is high and you advance into a different format. Almost any publication you read, (newspapers, books, magazines) are printed on large roll presses and require typesetting.

Typesetting is expensive, but it certainly gives a professional finish to publications. Consider, however, if you want your newsletter to be slick. It may detract from its personal approach, and subscribers may drop if it leans towards a magazine.

But, if your subscription list is large and the newsletter is successful, you can find excellent printers who will handle the whole job of typesetting, layout, printing-all the way to mailing.

HOW OFTEN TO PUBLISH

There are a lot of factors to consider when deciding upon a publication schedule. The main one is how fast can you produce a newsletter.

Work backwards, You want a subscriber to receive the newsletter on a certain date. It needs to be in the mail a few days before that. And before that, it will take the printer how many days to deliver the printed materials? How long will it take a typist to finish the copy, and for you to decide on the final layout?

How long will it take you to research and write material for your newsletter? This may be a deciding factor in the size of the publication. Perhaps you'd prefer to get a four page newsletter out every other week rather than an eight page newsletter out every month.

If your topic is filled with today's news, then you'll want to get that out to your subscribers as fast as possible. Other subjects can be done monthly, bi-monthly, or even quarterly.. Be careful with infrequent mailings, however, because the subscribers may just forget about it. And what use is a small newsletter only a few times a year?

GETTING SUBSCRIBERS

Think about where the people who would want your newsletter are, and go find them.

Do you have access to mailing lists directly related to your subject matter? Maybe you already have a small business selling information, or have access to a

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customer list of people who buy similar information.

You can purchase mailing lists that have every demographic breakdown you can imagine. What is the profile of your potential subscribers? Think about those people, and write down their attributes. Write down the age group, sex, education level, income, where they live, perhaps the type of housing accommodation. A good list broker can work out the best lists to give you results.

A sure way to build up a potential subscriber mailing list is with a drawing at a trade show or convention. You can have cards printed up for people to fill in their names and addresses. All attendees would be interested in the subject matter of your newsletter.

You can take out display ads in the trade magazines that cater to the topic you are pursuing. Include the full details of your newsletter, or use a leader to get inquiries, and send the details later. Especially with the prices of newsletter, you may want to prepare and send out literature and samples rather than go for a low response.

Prepare a direct mail piece that describes the benefits and features of your newsletter and pushes for subscription.... You can offer a special free booklet to new subscribers, or a discount. You may include a sample copy in the direct mail piece to show how worthwhile the publication is.

Selling newsletters, like any other direct mail or publishing enterprise, takes a lot of testing. You need to test the initial response to the idea of the topic;; and the response to the first few newsletters produced.

Pricing is always a tricky of selling information. How high can you price your newsletter and still keep the number of subscribers to make it profitable? You'll find through testing that there's a plateau, and subscriptions will fall off when the price gets too high.

Frequency of publication is also important. Although you may be able to prepare and publish a weekly newsletter, your subscribers may not be able to keep up with the reading, and prefer a monthly subscription.

Any good mailing list should be used over and over. If you know you have a list of prime targets for your newsletter, don't stop with one mailing. Follow through with subsequent offers at certain intervals to catch those who couldn't decide the first time.

MAILING

You can use computer services in your town to have labels printed up, or, if you're only dealing in a small quantity, you can have mailing lists photo copied onto address labels.

After your first success, and after you've paid your initial investment and you've got enough money to expand, make things easy on yourself.. The most sophisticated, and the easiest method of mailing to subscribers is by computer.

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Nowadays, computers are so commercially popular that they are within almost anybody's budget. And a computer that would store and print out names and addresses need not be expensive. If the mail is pre-sorted by zip code, you can use a bulk rate for mailing and save money. If your newsletter can meet the specifications, you might even be able to get a special second class rate permit for educational material. Talk with postal workers to find out what you need to do comply with these special rates.

BOOKKEEPING

You can keep complete and accurate accounts of your newsletter business by yourself. It's basically broken down into two areas: how much you spend, and how much you make.. If you keep track of all your expenses, you'll have an easy time of it at tax time. Open up a business checking account at your bank. Get to know the bank manager, if you don't already. Although you can start and maintain a newsletter within a low budget, be sure to figure your costs and risks before you invest too much money, and be sure of a back up to be able to fulfill all the subscriptions.

Maintaining your subscription lists is a task that needs diligence and a head for details. Since each subscriber starts at a different issue, you need to create and continue a method of keeping track of expiring subscriptions.

You'll want to write a standard appeal for renewal to be sent out in plenty of time for subscribers to renew. And you'll have to follow up for those who choose not to renew at the end of their present subscriptions.

The best advice is to get the best advice. Who can help you set up a subscription system? Maybe somebody local is expert at that.

Find out who handles subscriptions at a nearby publication, and talk to that person.

WHAT'S LEGAL

Although any business in the United States is subject to the Federal Trade Commission's regulations, a newsletter business is simple.

You don't need a license for this business. However, You should consult with your local Sales Tax office for acquiring a resale tax permit.

The content of the newsletter must be documented by facts if you get into any dispute.. If you don't border on libel, you should have no problem with any law suits for the content of your publication. However, consult your attorney if there are any problems with copyright, confidentially, or access to news. If you write with integrity, independent of any payoffs by companies or individuals, you'll have no trouble with being on the wrong side of the law.

SUCCESS IS YOURS

Writing and publishing a newsletter is a challenging and exciting way to

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express yourself. And it will give you prestige and acknowledgement in the community.

You can start the business with virtually no overhead and a small amount of capital, and you can build up to making profits in the six-figure bracket.

A newsletter has a market, and the people who subscribe to it will pay high prices for the information you have. Tap into the market and reap those profits.

There's no news you can't find out about, and there's no industry or type of endeavor in this country today that doesn't have a large group of enthusiasts. How can you find out what they want to know? This is a place to use your resources and use your background.

The actual task of researching, writing, and having a newsletter published is easy. There is no secret or special tricks or skills you need besides a good nose for the best prices. What is important is coming up with an idea for a newsletter that will sell to a select group who has no specialized information presently available in that or in a similar form.

You've probably got your ideas already. Well, go ahead. Make up a sample newsletter and pass it around. Get a good response? A small sampling is only a good indication that the rest will like it too.

SUCCESS IS AROUND THE CORNER.

If you need specialized legal advice or assistances, the services of a professional person are recommended.

How To Pocket \$75,000 A Year, Or More As A Newsletter Publisher

According to Howard Penn Hudson publisher of The Newsletter on Newsletters, "There are at least 100,000 professional and amateur newsletters in the United States-some estimate as many as 500,000-and they are read by millions of people."

To be successful with as a newsletter publisher, you have to specialize. Your best bet will be with new information on a subject that is not already covered by an established newsletter. Writing and publishing a successful newsletter is perhaps one of the most competitive of all publishing ventures, and in order for you to succeed in this field you must find a void in the marketplace and then fill it with your specialized newsletter.

Regardless of the frustrations involved in launching your own newsletter, never forget this truth; There are people from all walks of life, in all parts of this country, many of them with no writing ability what so ever, who are making incredible profits with a simple two-four-six and eight page newsletters.

Your first step should be to subscribe to as many different newsletters as you can afford. Analyze and study how the others are doing it. Attend as many

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workshops and seminars on your subject as possible. Learn from the pros. Learn how the successful newsletter publishers are doing it, and why they are making money. Adapt their success methods to your own newsletter, but determine to recognize where they are weak, and make yours better in every way.

WHAT REALLY IS A NEWSLETTER? There is some confusion about what a newsletter is as evidenced by many pieces of material that carry the name, but lack the proper characteristics. A newsletter is NOT a magazine; it is NOT a newspaper; it is NOT an ad sheet. It is none of these, yet it will often encompass a few characteristics of each. A newsletter is, by simple definition, a LETTER containing NEWS about a specific field, business, profession, industry, hobby or activity.

HOW TO FIND YOUR PLACE IN THE NEWSLETTER FIELD

You don't have to be an accomplished writer to publish a newsletter, but you will need three basic elements:

1. A subject that is not being covered by other newsletters, or is not being covered thoroughly enough.

2. A specific market for your subject material. Unlike a magazine or newspaper which may require a circulation of 10,000 to over a million readers to achieve success, a newsletter can produce a nice profit with as few as 500 subscribers.

3. A continuing supply of material that you can draw from to provide readers with news, facts & feature articles, ideas, supply sources and other bits of information to round out each issue. These are the basics. Naturally, you should be an AUTHORITY on the subject on which you intend to report through your newsletter. You can draw from your knowledge and experience, of course, but in addition to this you should be a member of associations, clubs organizations in your field, subscribe to several magazines, newspapers (possibly other newsletters) and other material, all of which will help to provide you with an on-going stream of information for your own newsletter. Your function (other than publisher) will primarily be that as EDITOR OF THE MATERIAL you gather, refining it to useful worthy of printing in your newsletter.

HOW OFTEN SHOULD YOU PUBLISH?

Some newsletters are published monthly; a few are issued on a weekly basis. But until you work out the "bugs" and get yourself established in your particular field, it is advisable that you plan a quarterly newsletter, publishing every 3 months. Thus, your newsletter will carry issue dates such as Jan-April-July & Oct. This will give you nearly three months between issues to gather material, write and layout the next issue. I say "nearly" three months because you'll have to allow at least two weeks (maybe longer) at the printer. Once you get a few issues under your belt, you might be able to work out a tight schedule with your printer in which you can furnish newsletter copy on Monday and have the printed issues delivered to you on Friday. Until then, you will be at their mercy, and that means it

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might take two weeks to a month turn around time.

WHAT'S MY NEWSLETTER WORTH?

When we talk about worth, we're referring to the value to a subscriber. It might surprise you to learn that some subscribers pay \$300 to \$400 a year to get their hot little hands on vital information that keeps them abreast of current trends and shifts in their respective fields. There are the heavy hitters; the major league newsletters that are few and far between, and need not concern us for this report. On the other end of the economic scale, many beginning newsletter publishers go too low in pricing their publication. Some are priced as little as \$12 to \$15 a year. It is extremely unlikely that these publishers will ever get out of the red and will soon be forced to increase their subscription rates or ultimately cease publication. Right from the start you'll have to set \$24 a year as your bare minimum price. As time goes on, you might try \$36—\$48 or even \$64 a year...but don't go to the higher extremes until you can establish some kind of projections on the next year's edition.

WHAT ABOUT SIZE?

Some newsletters run 8-12-16-24 pages, and virtually all of them are printed in the convenient 8 1/2 x 11 size. Naturally, the larger sizes are usually those commanding the higher subscription rates. You'll probably want to begin with the standard 8-page format. This can either be 4 single sheets printed both sides, to two 11 x 17 sheets printed two sides, folded to 8 1/2 x 11. If you go for the 8-page format at \$24 a year, published quarterly, this gives you a price of \$6 per issue. This might seem a bit steep for just 8 sheets of paper, but here's what you must keep in mind...and stress in your advertising and promotion: You are NOT selling and subscribers are not buying the paper; they are buying the INFORMATION you are providing, information that might easily cost them \$100 more each issue if subscribers had to search, weed out, edit, evaluate and condense the same information you are giving them. A newsletter's true value (although style, format and printing quality are all important) is in the information content each issue offers its readers. This is what you have to sell. Everything else is packaging.

WHAT SHOULD YOUR NEWSLETTER CONTAIN?

It's your publication, so you can include anything that is moral, legal, ethical and useful to readers, just so it pertains to the subject and market for which it is intended. Here are a few examples.

* **EDITOR'S PAGE** Here's the place for your own opinions, viewpoints, editorial comments about your subject or field. Say what you like or dislike about what's going on, what changes should be made, what the competition is doing, what happened at a seminar you recently attended. Also, ask readers for their opinions about what you are providing in your newsletter; what would they like to see covered? This is YOUR page to blow your stack or toot your own horn. Make

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the best of it.

* **LETTERS FROM READERS** Eventually you'll be getting letters from subscribers, some congratulating you on your progress, others complaining about you or somebody else in the field. A few might ask questions or be looking for additional help and information that you haven't yet provided in your newsletter. These can be printed as-is (with the subscriber's permission) or edited to fit your space. They also give you needed input for additional features in future issues.

* **BOOK REVIEWS—NEW PRODUCTS** Aside from your newsletters, there are probably many other publications out there offering information in your specific field: new books, magazines, newspapers, directories, courses, audio/visual tapes and, yes, maybe other newsletters. Buy some. Subscribe, read, evaluate, digest and report on them in this spot. Include a special invitation to solicit additional publications to be featured in future issues. Is there a new machine on the market? A new gadget or product that might help readers? Here's the place to tell them. All publishers, manufactures and distributors want and need publicity for their wares, and this gives them a good outlet.

* **WHAT'S NEW—WHAT'S HAPPENING** This is where you report on the NEWS that makes your newsletter what it is. Include the latest innovations, changes in the law, new companies in the field, new ideas, new people, or anything that will help readers accomplish more in their field of interest.

* **GUEST WRITERS** If you see articles or columns in other publications by prominent people in the field, you can write to them and ask if you may reprint a particular article in your newsletters, naturally giving the author full attribution for their work. Some may grant permission if you allow them a plug for a book or service they provide.

* **USE YOUR IMAGINATION** Use your initiative to include whatever you think readers want to know. Be concise, keeping all information brief and to the point as you make every issue informative, interesting, helpful and valuable so subscribers will want to file all issues for future reference, and renew their subscription year after year.

BUILDING A SUBSCRIPTION LIST

This is what will make you a millionaire or break you as a newsletter publisher. It has been reported that many newsletter publishers must spend up to 75 cents on promoting their newsletter for every dollar they take in. Others say that at least 50% of their subscription revenue must be used for advertising and promotion. This means you can expect to spend \$500 in advertising for every \$1,000 in subscriptions you receive. If that seems discouraging, don't let it. You can still make big money in this field, but that's why the high subscription price was stressed earlier in this report. You need the additional dollars to work with. As with promoting any product, you will advertise your newsletter in publications

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that are read by your target market. Also, if your market is somewhat limited, not the mass audience, you can solicit subscriptions by renting names of likely prospects. There is some disagreement on this, but most authorities tend to favor NOT offering a free sample issue or even a sample issue at the regular price. The reason given is that best results are usually obtained by building interest and anticipation in the advertising, but not satisfying the resulting curiosity until you get the subscription order. Once a prospect sees a sample issue, it seems, they have satisfied their curiosity about it and procrastinate about subscribing, usually not sending in their order at all, however sincere their intentions might have been. You might want to test both methods and continue with the one that brings best results for you.

A HYPOTHETICAL PROMOTIONAL CAMPAIGN

Let's say your newsletter will sell for \$24 a year. You spend \$5,000 in advertising and receive \$7,500 inquiries. You answer these inquiries with a good sales letter and descriptive circular explaining all the benefits of subscribing. You convert 10% of these inquiries to subscribers. This gives you 750 subscribers @ \$24 each for a total gross of \$18,000. Subtract your original \$5,000 advertising cost leaving you \$13,000. Now subtract the mailing cost to publish and mail your newsletter to subscribers 4 times a year, and this gives you a total cost of about \$1,050, depending on whether you mail First Class or use bulk mailing permit, which is a considerable saving. In round numbers it leaves a net profit of about \$10,000.

Of course, the next logical step is to increase the advertising to three or four times the original amount, hopefully to produce an equally proportionate number of subscribers or a net of \$40,000. Although blatant hard core advertising should NOT be included within the pages of the newsletter itself, you can generate additional revenue by including subtle offers of books, reports or a service that you can provide to readers. If presented in a dignified manner that is perceived as being helpful, not as cold advertising, this can provide many extra orders from subscribers throughout the year. Before subscription end, send renewal notice to keep the subscriber on your list. Everyone won't renew, of course, but you should be able to keep about 40 to 50% each year...and there will not carry the high promotional cost. That's where the real money will start coming. That's when you'll be well on your way to your \$75,000 a year...or even more.

BEFORE YOU GET STARTED

Plan your newsletter before launching it. Know the basic premise for its being, your editorial position, the layout, art work, type style, subscription price, distribution methods, and every other detail necessary to make it look, sound and feel like the end result you have envisioned. Lay out your start up needs; detail the length of time it's going to take to become established, and what will be involved in becoming established. Set a date as a milestone of accomplishment

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for each phase of development; A date for breaking even, a date for attaining a certain paid subscription figure, and a monetary goal for your first five years in business. And all this must be done before you publish your first issue.

If you follow this advice before you start your first issue your chances for success are greatly increased. The more time you take in the planning stage, the more professional looking and profit potential your first issue will become.

How To Build A \$1,000 A Week Mail Order Book Business

Among the most popular of all products sold by mail are books. In fact, more books are sold by mail than through retail book stores. Not all books are suitable for mail selling, but those which fill an important need can become the foundation of a highly successful and profitable business.

SUBJECTS TO CHOOSE AND AVOID

Regardless of your personal reading taste, most books are taboo for selling by mail, so let's examine these first. To be avoided are technical or scholarly books, primarily because they are readily found in local book stores and public libraries.

The same can be said about novels, history and biographies. Poetry books, although very popular, do not make mail order products. All of these subjects, in addition to their availability locally, are sold by major book clubs, so you would be competing directly with them.

The best subjects are books that provide help, ideas, inspiration and information, or those that contain solutions to problems relating to economic conditions and social lifestyles. Specially, this include how-to subjects, either in the titles or as suggested by the contents.

SUBJECTS MUST APPEAL TO HUMAN DESIRES

Virtually all successful mail order books offer help or ideas in one or more of the following classifications:

HEALTH—MONEY—TIME—JOBS/CAREERS—SELF-ASSURANCE—POPULARITY—FAME—SECURITY—PLEASURE—BUSINESS

That's what people want. If you have a book (or set of books) that will show people how to make more MONEY, get a better JOB, become SELF-ASSURED, gain better HEALTH, put more PLEASURE into their lives, increase their POPULARITY, manage their TIME more wisely, become FAMOUS, increase their SECURITY, or put more profits into BUSINESS—then, you will have something that can be classified as a "winner."

PLAN TO SPECIALIZE

Right from the beginning, keep this thought in mind: You can't be all things to all people. Attempting to do so will dilute your efforts and increase your costs

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of doing business. The person who is seeking a better job is NOT necessarily interested in gaining better health or pleasure. The buyer of a book on time management may not be interested in becoming more popular. So, your first priority should be to determine the TYPE of subjects or books you want to handle, then target your advertising to that classification. Or, do it in reverse. Decide the type of person you would like to have as your customer, then select the category of books he/she would be interested in buying.

WHERE TO FIND BOOKS TO SELL

This will seem strange, but the worst suppliers of books for mail order selling are the major publishers. true, they might have some good titles, but the discounts they offer are much too low, usually 33% to 40% off retail.

You need a bare minimum of 50% discount on all books that you sell, and if you can get 60 to 70% that's even better. If you have sufficient capital to invest in your book business, contact a few book remainder companies.

Publishers Central Bureau, One Champion Ave., Avenel, NJ 07131 Book Sales, Inc., 110 Enterprise Ave., Secaucus, NJ 07094 Overstock Book Co., 120 Secatogue Ave., Farmingdale, NY 11735 S & L sales Company, PO Box 2067, Industrial Boulevard, Waycross, GA 31502

The above are prominent companies at the time of this writing, but circumstances are constantly changing. Check your local library for current addresses.

If you are not familiar with the book remainder business, this is how they generally operate:

Major publishers will carry a book for six months to a year, then if it is not moving profitably, they will sell all remaining copies to one of these companies (often at 5 cents on the dollar) who, in turn, sells it to retail book sellers. It's important to point out that, just because a particular book title didn't sell well in book stores does not necessarily mean it's a lemon. It usually means that no effort was made to promote it other than place it on the shelves in stores. With the right kind of advertising and thoughtful promotional methods, such books could become very profitable to an alert mail order bookseller.

Remainder books can often be purchased at up to 90% off retail. Giving you a very high markup. But there are two main drawbacks in dealing with book remainder or overstock companies:

First, you have to pay cash up front for the books you purchase, and these companies normally do not offer return privileges. Thus if a company has a total of 20,000 copies of a single title and you buy 1,000 at 50 cents each, it's a great buy especially if you can retail the book for \$10 or \$12...but it's still a \$500 investment. If the book doesn't sell, you're out the original cost of books, plus all advertising and printing of sales literature that you have created for it.

Second, if you hit on a good title that proves to be hot and you sell out your

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first thousand copies, you'll want to go back for the remaining 19,000...but in the meantime the company might have already sold them to someone else.

The bottom line on this subject is that dealing with remainder houses is best left until you have experience in choosing and selling books before making a major investment in remainders.

SELF-PUBLISHERS OFFER GREAT OPPORTUNITIES

There are thousands of small, independent publishers in the USA and Canada, usually referred to as self-publishers, meaning these people have written a book on a subject they know well, then published it themselves.

Some of these self-publishers sell their books retail only, directly to their selected market, but many of them also want dealers to help market their books, and they offer excellent wholesale prices.

The small publishing field is wide and diversified, ranging from the individual who writes from a home or office to a small company employing only two or three key persons. The material they publish is equally diverse, from small booklets of 12 pages to giant volumes of several hundred pages. Subjects range from coin collecting to business management; from computer operation to various business opportunities and various money making ideas.

Some of this material is excellent, but much of it is also poorly written and printed, resulting in amateurish attempts at publishing. To work with these publishers, you'll simply have to search out and evaluate each publisher and their titles.

HOW AND WHERE TO FIND THEM

Check the many tabloid mail order papers and magazines for their ads. Some of these trade journals also publish New Products departments in which they feature new books and booklets on the market.

You'll also find a column "Stew's Reviews," in many of these trade papers, which highlights many of the latest books, manuals, booklets, and other material being written and published.

When you first encounter some of these publishers, don't be dissuaded by the physical size of some of these publication. A great many are not really books at all, but are merely booklets, but your interest should be centered on content, for this is what you will be selling and your customers will be buying. People don't buy book, they buy information, ideas, help, guidance, instruction and solutions to a wide range of problems. Naturally, you should be concerned with neatness in presentation, cover design, printing quality, layout and graphics, and each book or booklet should be well written and offer useable information.

Consider this: If someone has spent 20 to 40 years perfecting a craft or project that has proven to be profitable business idea, and has now put this information in a book or booklet that others can use to accomplish the same as the

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author, would this information not be worth \$15 or more?

Of course it would. That's why such books and booklets are so popular with mail order booksellers, and why they're so profitable. The smaller publisher does not have a high overhead as the large publishing houses, so they can well afford to give a deeper discounts to dealers. A \$15 retail booklet, for example, can often be purchased in wholesale lots of a dozen for about \$5 or \$6 each, and most of these publishers will also sell on a drop ship arrangement, so the dealer has no investment in the books to be sold.

If you are not familiar with the drop ship term, it simply means that you advertise to get orders for the books you sell, then deduct your commission and send the balance with your customer's name and address to the publisher and he fills the order for you. The normal commission on a drop ship arrangement is 50% of retail.

To learn more about mail order and selling books by mail, you should read the following publications. Each is loaded with valuable ideas, information, suppliers and contacts:

**** MAIL PROFITS MAGAZINE**—Available for \$4 from Carson Services, PO Box 4785, Lincoln, NE 68504

**** MAIL ORDER MESSENGER**—Available for \$3 from Stew Caverly, 216 Mclean Street, Wilkes Barre, PA 18703

**** WISDOM FOR WEALTH**—Available for \$1.00 from Infopreneur Services, 3755 Avocado Blvd #110, La Mesa, CA 91941

ADVERTISING AND PROMOTION

Your best advertising method will be in the classified sections of appropriate magazines. Use the heading that most clearly describes your book subject. Don't try to get direct orders, but ask only for names and addressees, then send inquiries information via a sales letter, descriptive circular, order form and return address envelope. In most cases the publisher of the books you sell will furnish you with a copy of the circular which he has printed. Sales letters, however, are rarely available from publishers so you will have to write your own or hire a professional copywriter, but you really do need a letter to accompany a circular.

Your offer should be printed on less than \$20. If your proposed book is only \$5 or \$10, it will not pay to advertise for inquiries. In such case, try to locate a companion book or booklet that you can combine with the primary title so it will boost your retail price to at least \$20 or more.

HOW MUCH CAN YOU MAKE AS A BOOK SELLER?

If you have a good offer, priced at least \$20, and if you have good printed sales materials to send to inquiries, you should be able to AT LEAST TRIPLE the cost of each ad you run. A \$100 ad should, therefore produce \$300 in sales.

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If you can NET \$50 profit from each ad and you run the same ad in 20 magazines, each producing the same \$50 net, this will give you \$1000 a month, assuming each magazine is published monthly. But using this example as a base, it means \$12,000 annually...from your FIRST OFFER.

From every 1000 inquiries you receive you will probably convert only about 15% into customers, leaving 850 inquiries who do not order. You can then follow up these inquiries by sending additional book offers three or four times a year to convert more of them into customers. Also, continue mailing to those who purchase your books from you. These customers will stick with you and continue to buy as long as you keep mailing to them. Just be sure your offer is something they are interested in.

Continue to search out and add more books to your growing line, eventually producing them into your own catalog. The major profits will continue to come as long as you continue to mail to your growing customer and inquiry lists.

How To Self-Publish Your Own Books, Manuals, Reports Or Newsletters

You can make a lot of money by writing and self-publishing your own material, if you are willing to write books, manuals, reports or newsletters that millions of people across the United States, and throughout the world for that matter, desperately want to buy.

Today, more than ever before, is the age of information. Twenty-four hours a day, seven days a week, there continues to be an incredible demand for information throughout America and the world. There is an astronomical demand for information packed books, manuals, reports and newsletters of almost every imaginable kind.

It's really much easier than you might have ever guessed to start filling your bank account with cash from information you possess. People crave information that appeals to their basic needs and will somehow educate or enlighten them. Simply by putting your own specialized information into books, manuals, reports or newsletters, you can start putting a hefty price on information you have no doubt been giving away.

FIND YOUR MARKET-THEN WRITE YOUR MATERIAL

Anyone who can communicate an idea to another person, should be able to get their same message across on a written page. If you are either an expert on some subject, or are interested enough to obtain the information for a project, you have what it takes to go from having an idea, to self-publishing your own material in whatever format it develops into. There are hundreds of publications filled with ads by people just like yourself, who discovered they could make a lot of money writing and publishing their work. Looking through opportunity maga-

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zines, or other publications that cover the field you are interested in, is a good place to start looking for ideas.

Review all the advertisements in the magazines you have chosen to see what popular topics and subjects are being written about in books, manuals, reports and newsletters. Then ask yourself if you can come up with a better way, or have equally interesting information you can present from a different angle, or with a different twist that would be of interest to the readers in that market. If the answer is "yes," then you can enter that market and also make some incredible money!

CASH IN ON YOUR OWN CREATIVITY AND EXPERTISE

Be creative in developing your material. Perhaps you are aware of some technique that allows people to accomplish their goals faster in a certain field. Maybe you can think of a better way to cash in on a current fad. The bottom line is that people are hungry for information and ideas, and you can become the writer or self-publisher of information people want to buy. People are eager to buy information that can help them improve their lives 1) Financially; 2) Physically; and 3) Emotionally. If you can fill any of those needs with information that can be put onto a written page, there are millions of people waiting to hand over their cash to get it.

KNOWING HOW TO PACKAGE YOUR INFORMATION CAN EARN YOU A FORTUNE!

After you have written your material, you will have to decide on how you will package the information to make it salable. Depending on your market, some packaging will sell better than others. For example, you can print your information in a series of publications, print it in a book, manual, report or newsletter, put it on a cassette tapes or present it at seminars. You can focus on one area, or utilize many area.

One thing is certain, people are paying billions of dollars to obtain well packaged information! there are books that sell for up to \$100 and more, with manuals in a close second. There are reports that consist of 10-12 pages selling for up to \$10 or more, while seminars can cost as much as \$15,000 for a single weekend. It may sound incredible to the average person, but people are willing to pay top dollar for information. However, the "packaging" must be perceived as being worth the price you are asking. But before you decide on how to package your information, you must first consider who your primary audience is, and cater to those people in everything you do.

FOCUS ON SUBJECT MATERIAL THAT IS SALABLE

Information for your subject matter can be found in various places. For the best results, start with your field of expertise and turn it into a book, manual, report or newsletter.

Focus on providing your targeted market with simple, understandable, and

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helpful information. It must overwhelmingly appeal to your customers' wants and desires...

Never forget that this is the age of specialized information. People are completely willing to spend their money for tens of thousands of different forms of information, provided it is useful to them. Your job is to either find a need and fill it, or create the need and supply it. One of the best ways to get started is to sit down with some paper and write down every subject you have some degree of knowledge about. Your list of subject doesn't have to be in any particular order. Don't force it. When ideas for headings no longer come easy, stop and start up again at a later time. When you feel comfortable that you have covered most of the areas you know, start picking out the topics that interest you the most. Then you can start researching more material for your writing projects.

FILL YOUR MATERIAL WITH SELF-INTEREST BENEFITS

Many new writers fail to understand that if they expect any hope for business survival, let alone success, they must come to realize early on that a big part of their job is to arouse the emotions and desires of their customers. Your product, whether a boo, manual, report or newsletter, must be portrayed as being jam-packed with self-interest benefits.

Millions of dollars in failed business ventures are wasted every year simply because entrepreneurs fail to understand that what customers want to hear is not necessarily what they have to say. You should never forget this valuable lesson. It can make you rich!

YOUR MATERIAL MUST STIR EMOTIONS AND DESIRES

Emotions are what move people to buy anything. therefore, the job of your product and advertisement vehicle is to move your prospect to buy. You have to stir enough emotions, not only to cause desire, but the rationalization that provides an excuse based on logic.

Even after a prospect makes a commitment to buy your book, etc., they may think they have acted logically. None of your customers will ever admit that emotions had anything to do with their purchase. What you must always be aware of however, is that logic probably had little to do with the buyer's decision. That is because human actions are often caused by instincts and compulsions that most buyers are unaware of.

As you write your material for publication in any form, or as you develop an ad or other sales package, always think in terms of how a particular benefit will stir a reader's emotions and desires. Try to understand how your product might be perceived by reader's by focusing on your own feelings.

ADVERTISING IS VITAL TO THE SUCCESS OF YOUR SELF-PUBLISHING VENTURE

The success of your advertising will ultimately depend on the salability of

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your book, manual, report, newsletter, etc. Good advertising will make a good book sell better, but it cannot transform a poor book into being successful.

Advertising is vital to any business venture because:

1) It allows a business to deliver their message repeatedly and reinforce it in the minds of targeted consumers.

2) It allows a business to reach hundreds of thousands of potential customers at a relatively low cost compared to individual calls.

3) It allows a business to target their market and test their product.

4) A business identity can quickly be established.

5) A forum for showing a product, together with benefits and advantages can be established.

BASIC ADVERTISING RULES

Effective marketing is a vast field. It includes using marketing tools such as: direct mail; space and classified ads; signs; radio and TV commercials; business involvement, and more. In fact, the approaches you can take and the methods you use are only limited by your imagination and resources. There are basic rules however that do not change however. They are as follows:

Rule No. 1-You must get a prospects **ATTENTION**. (Your headline is the most important part of an advertisement.)

Rule No. 2-You must create reader **INTEREST** (Your ad should be built around an idea that offers value.)

Rule No. 3-You must arouse the reader's **DESIRE**. (By focusing on all the benefits they will receive.)

Rule No. 4-Your ad must move them to **ACT**. (Tell your readers exactly what it is you want them to do.)

In order to avoid making careless advertising decisions that can cost you money, it is important that you understand and participate in your own strategies. That means getting involved and researching what strategy will produce sound advertising. It is essential that you have a plan before you take action on developing an advertising strategy. Your plan must be based on an objective analysis that resulted from your knowledge and it doesn't matter what your background is, you can learn to master the type of mail order advertising that is needed to launch a self-publishing business.

Through research and careful planning you can become familiar with the writing skills you will need to create effective ads. Obtain all the information you can from the masters in the business. Read and study every book, manual, report, newsletter, sales letter, ad, article, and publication you can get your hands on that will help you in developing your own successful strategies and techniques. Then bring all of that knowledge together to obtain winning results.

HOW TO BECOME AN INSTANT PUBLISHER

10 MONEY-MAKING REASONS WHY SELF-PUBLISHING IS THE BEST CHOICE

You become a “self-publisher” by taking your material (book, manual, report, newsletter, etc.) and by-pass all the middlemen. You by-pass the middlemen, by going directly to a printer and handling all the marketing and distribution of the product yourself. As a self-publisher you invest your talent, time and energy and money. The benefits you receive are complete control over your product and all the profits~

Here is a condensed version of 10 good reasons why you should self-publish:

1) Self-publishing may be the only way to get published. With thousands upon thousands of manuscripts, etc. being sent to publishers continually you may not be able to get to anyone to even look at your idea. Self-publishing may be your only solution.

2) As a self-publisher you get to keep all of the profits from your sales. Why accept 45-6% in royalties from a publishing company when you can have it all!

3) You have absolute marketing and editing control when you self-publish. According to A Writer's Digest poll, 60% of the big publishing firms do the final editing; 23% select the final title; 20% will not even consult an author on the cover design, and 37% do not involve authors in promoting their own material.

4) Major publishers may receive up to several hundred manuscripts a week. Unless they have already published your work, the odds they will even look at your material aren't very high.

5) When you self-publish you are in control every step of the way. By depending on another publisher to make things happen for you, you take the chance of never getting anywhere.

6) By self-publishing you gain the perspective of being able to see the complete marketing picture from a publisher's point of view.

7) Even if a publisher did accept your work, it would take an average of 18 months before the first copy reached the marketplace. Self-publishing will save you valuable time. Especially if you can't afford to miss a market that can quickly pass by.

8) Waiting for a letter from a publisher that never comes can be frustrating and embarrassing. Self-publishing eliminates the waiting and wondering.

9) When you self-publish and get more directly involved in marketing you will obtain a more total business picture.

10) As a self-publisher you will receive more tax advantages.

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How To Publish Your Own Money-Making Adsheet

Before printing your own adsheet, careful planning is necessary.

First, how many copies will be printed? Next, decide if your adsheet will be printed on white paper or colored stock. Colored papers may cost slightly more, but are more attractive and eye-appealing.

You must also decide if your adsheet will be printed on one or both sides of the paper. It is best to use both sides for greater profits.

After you have made these decisions, contact printers for prices.

You may wish to check with local as well as mail order printers. Mail order printer's prices are generally lower, but be sure to request samples of their previous jobs to determine the quality of their work. Also, make certain the paper they use is 20# bond or heavier.

After you have the above information, your next step is to decide on a name for your adsheet and design the masthead - or have it done by someone. You will need to know in advance the amount of space the masthead will occupy so that you can compute your ad rates accurately. Also, if you decide to show your ad rates within the masthead or nearby, remember that the space used for this purpose is "Nonsalable" and must be deducted from the space you will have available to your advertisers.

As a novice adsheet-publisher, it is wisest to keep your first publication as simple as possible. The best way to present your customer's ads is by running them in 3 neat columns down the vertical length of an 8 1/2" x 11" sheet. Allow each column to be 2-5/8" wide, with a ruled line separating each column, so that you can accommodate ads up to the standard 2 1/4 to 2 1/2-inch widths.

After you have price quotations from printers, you are ready to establish your advertising rate. Then 11" length of an 8 1/2" x 11" sheet will accommodate a total of 30 one-inch ads nicely. However, you must deduct the amount of space occupied by the masthead. We will assume that this space is 2" deep and the full width of the paper. Therefore, you now have a total of 24 column inches of space available for ads. (30" minus 6")

We will also assume you will have 1,000 copies printed- both sides- on a colored stock. The lowest price you have received is \$18 plus 10% additional for colored paper. This totals to \$19.80. Since you have a total of 24" of space to sell, your cost is about 83 cents per col. inch. You should charge your advertisers \$1.25 to \$2.00 per inch, which will give you a gross total of anywhere from \$30 to \$48. Some of the profits must be used for "incidental" expenses such as advertising, postage, etc.

Next, you must get advertisers. You can do this in several ways: (1) Run ads in mail order publications saying you will print a 1" ad - 1,000 circulation for whatever you decide to charge, if the advertiser will mail 25 to 50 copies, and

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(2) Write to prospective advertisers, whose ads you see in other mail order publications, telling of your new adsheet.

New adsheet publishers very seldom are able to sell all the available space for the first issue. To fill empty spaces, simply run some of your own ads or run free ads for advertisers. Then send them a complimentary copy of your adsheet with their ad. Many may be impressed by the favor you have done for them and place paid ads in future issues.

The greatest quantity will be mailed by your advertisers. You can distribute your copies of the adsheet simply by stuffing one into all of your regular outgoing mail. This saves you on postage and envelopes. You may charge whatever you wish for your ad rates. But they must be competitive. And don't be too greedy! After all, remember, until you sell all the available ad space, you will have the entire reverse side of your adsheet for your own ads...and this space is FREE!

Publishing Your Own Ad Sheet

When you have accumulated sufficient knowledge from preparing your own circulars and from co-publishing magazines and adsheets of others, you may want to become a publisher. You have learned the going rates for various size ads depending on circulation, etc. Start with 1,000, the minimum circulation for an adsheet. Think up a good name for the title! Something different! Something unique! An interesting title will often mean the success or failure of your adsheet venture!

Have your first adsheet printed on both sides of an 8-1/2x11 sheet, 20# paper, folded in half to form four 5-1/2x8-1/2 pages. Use enough space for a good title, ad rate information and editors comments. Make it Co-publishable or simply an adsheet whereby each advertiser gets a few mailing copies, with the balance sent out by yourself or by paid mailers. As an incentive, print a couple of your offers as commission ads. Prepare and insert editorial material and articles of interest to the mailorder dealers... Solicit and offer free ads for your next issue.

You will lose cash flow on the first few issues, but at least you will be getting your own ads circulated and your adsheets out before the public. If you have a clean, nicely printed publication with the right unique and interesting Title, you will start receiving ads and after the fourth or fifth issue you should have it filled with paid ads, along with all of your own advertising.

As an example, if your rate is \$4.00 per inch, you can still sell approximately \$100 worth of ad space after allowing for all the space you need for title, rates, etc. Cutting this in half to allow for co-publishers 50% rate leaves \$50 to pay for the printing and mailing. If handled properly, your own ads will ride free from that point forward.

Constantly build up your customers name list. Keep it up to date. This list is

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a valuable asset if properly maintained.

As your list of advertisers and co-publishers grow larger and larger, you can add more pages and continue to expand until you have a number one mailorder magazine producing reasonable profits!

How To Write A Press Release

The word “Press Release” seems to scare most people to death. On top of that — not many people take the time to even think of writing their own Press Release. We hope this brief article will help clear up some of the mystery’s surrounding this simple form of marketing.

The first thing you have to remember is that a Press Release is a “news” item. It needs to “inform” people, NOT sell them something. For example, you are reading this report because you want to learn something that will BENEFIT YOU. You aren’t reading it just so you can buy something else. If money is the deriving force in your business — you won’t go too far. Your main goals should be in pleasing customers, providing them with a high-quality product and more than their money’s worth. The trick is to do all this while still making money.

People don’t care what mountains you had to climb, what seas you had to cross or what tribe of people you had to learn the ways of just to find a secret formula. Instead — they want to know WHAT the secret formula is. Get the idea?

The sales circulars you print and mail sell your product. A Press Release informs others about your product. Instead of your main objective being to sell the product and have the customer send in an order immediately, a Press Release informs the customer exactly how your product will benefit their lives. This must be conveyed in the form of a “newsworthy” Press Release. If you have a sales circular to sell a product, you can easily turn it into a Press Release without much difficulty. It’s just a new marketing angle of presenting your product to the public.

The following is an example of a typical Press Release for our publishing services:

So many people are entering the mail order market these days, but so many of them are getting ripped-off by a bunch of hype. People are promised untold riches in a short period of time. The hype ads play with their emotions by making them believe it’s so easy to make money through the mail. It’s sad.

However, a new book has just been released to help solve these problems for the average person. For the first time in history — a REAL directory has been compiled listing the ACTUAL name and addresses of 179 honest and trustworthy mail order folks. People can write DIRECTLY to these people and receive FREE information to get them started in their own business now!

It’s unbelievable. Without trying to sell you anything else, you can get this book for only \$4.95 — a price anyone can afford. Meet the real mail order dealers

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who care about their products and wants to help you get started doing what they are doing.

Only available from Graphico Publishing, PO Box 488, Bluff City TN 37618.

As you can see, this is a short but sweet Press Release — however, you should be able to see the “newsworthiness” in it. It’s main focus is on the fact that most people get ripped-off when they start their first mail order business. The solution to this problem is a new directory that is available for the first time in history. The sell is slowly led into because the reader will naturally want to get their hands on this one. It doesn’t ask for money — it only tells the reader how to get a copy if they want one.

Here’s a great test for a real press release. Since your final sales pitch is included in the last paragraph — read the Press Release aloud. Would it still be worth reading **WITHOUT** your sales pitch? If so, it’s probably a Press Release.

Press Releases come in many forms due to the product you are writing about. However, the basic rule of thumb still applies. If you’ve never wrote one before — it may be a little difficult. Don’t despair. Grab the latest daily newspaper and read some of their informational articles. Notice how each article is written and pattern yours after the same format. After you do a few of them — you’ll be able to “get the picture.”

When your Press Release is written to your satisfaction, the proper way to submit it to a publisher is:

Be sure and type it on a typewriter or computer.

Standard format is double-spaced and not longer than two 8 1/2x11 pages.

Be sure and put your name, address and page number at the top of each page.

Write the words: “For Immediate Release.” at the top.

If you are only sending the press release to one publication — tell them it’s a “first run.”

How To Write A Newsletter

In order to be successful with a newsletter, specialize in a subject not adequately covered in existing newsletters. A subject which you can give more, or better information on.

To determine what to write about, first look at your ability, experience and interests. Then sit down at the library with the latest edition of the “Directory of Newsletters” and make a note of the publishers of subjects comparable to what you would like to write about. Send for a free sample of each of these to review. Find out how they are put together and whether you can do as good or better with one of your own. Make an analysis of the good and weak points of the various

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newsletters to build ideas for your own.

Plan in advance how your layout will be set up, what kind of photos or drawings you might use, printing and distribution costs, and all the other business details necessary to launch and maintain a continuing weekly or monthly newsletter. Be sure you have time to handle all the details required to get the newsletter out on time every time! You will need to build as much of the basic information as possible well in advance, perhaps 15 to 20 issues ahead, then feed in the current information between each issue.

You cannot hope to survive against the competition of the large firms who have many different contributing authors, and access to instant worldwide information through computer data centers, etc. So stay away from subjects put out by them unless you can develop a very unique theme to wrap around their information. Most of these firms put out a newsletter without any revenue from advertisements or inserts. Generally the little publishers must develop their newsletters in such a way as to include income from advertisers in order to return a reasonable profit and stay in business.

Research the market to determine what your "category" of subscribers want to hear in your newsletter. Give it a "stand out" title, price it fairly for both the subscriber and yourself, keep the graphics and printing clean and neat. Develop your own individual style in your writings to give your newsletter its own distinctive "personality".

How would you present your information to an individual in a personal face to face conversation? Use the same presentation in writing. It will take time to develop an individual writing style, but as the saying goes, "practice makes perfect"! So don't be discouraged if your first few attempts appear ridiculous to you. As you practice you gain experience and before you know it, you can put out information your subscribers can enjoy and benefit from.

How To Start Your Own Mail Order Publication

If you are an old hand at mail order, or a newcomer to the business, sooner or later you are going to want to try your luck at having your own publication.

There are some pro's and con's to running your own publication.

The good points:

Prestige - You are the Editor and Publisher.

You can get free advertising for your products.

You can earn profits on the publication.

You can get a name in the mail order field.

You can write articles and editorial opinions.

Some of the con's:

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You have to be careful in selecting a format. Too many people spend all their money trying to start a publication and don't plan far enough ahead to keep it going.

It takes time - doing layouts, collecting material to use, pasting up ads. You will learn more about tricks of the trade in this report.

So, if the scale of interest tips toward your desire to give it a try, be prepared to put some time and dollars into getting it off the ground.

Your best format, and the cheapest, is to use an 8-1/2 x 11 standard letter size sheet. Fold it in half, making a folder of 5-1/2 x 8-1/2 size. You now have what is termed as a 4-pager publication. An 8-pager would be using a second sheet, folded to the 5-1/2 x 8-1/2 size and placed inside of the first sheet.

Then after you have your publication launched, you will make things easier by having some layout sheets printed in non-reproducing blue ink. The layout sheets are divided into two columns per page, and into column inches. There are sixteen 1-inch spaces per page (eight per column). This is the starting point in determining the cost and selling price per column inch for ads.

Take a layout to your local quickie printer, and get a price for 1,000 copies of your 8-1/2 x 11 sheet, printed two sides.

For an example, let's assume your printer wants \$20.00 for 1,000.

On a four page publication, you reserve the front page for your masthead (name of the publication) and three pages for advertising.

You have 16 one-inch spaces per page times three pages, so you have 48 spaces available to sell. If you sell each space at \$5.00 net to you, you will generate 48 x \$5.00 or \$240.00 in revenue for one sheet folded into a four pager.

Remember, if you use an eight pager, you are generating \$80.00 per page from advertising, so every ad of your own (or articles that use up ad space) reduces your income. An eight pager, less the front page, generates 7 pages of advertising revenue, or \$560.00. Your cost for an eight pager for printing would be approximately \$40.00 for 1,000 quantity, leaving you a profit of \$520.00.

Start by putting together a layout - a four pager. Select a name that tells it all, in one or two words if possible, i.e. "The Mail Box." Decide how often you are going to publish - once a month - bi-monthly - quarterly. Write your editorial copy for the front page; a typewriter is all you need. Type your copy on separate sheets in two columns and paste it up. Tell all about your publication... what, where, when, who, etc., and be sure to tell the circulation you will have - 1,000, 2,000, etc. The more circulation you have, the more you can ask per inch. When you are first starting out, with only 1,000 circulation, you may not be able to get \$5.00 per column inch. It may be necessary to charge only \$2.50 per inch to get advertisers to buy your space.

Your next step is to paste up some ads. If you have products that you sell by

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mail order, use them to fill the pages. You may also write to some who are advertising in other publications and offer them an introductory ad at a reduced rate for the first issue. The back page should be reserved for your advertising order blank, calling attention to the special price, and inviting potential advertisers to complete it and mail it in with payment.

When pasting up ads, make sure to keep them in a neat column width. And if someone submits an ad on colored paper, dip it in household bleach and place it on paper towel to dry. The bleach will take out the color background so that your printer can handle the reproduction.

Co-Publishing

Most publications in mail order are co-publications. This means that if you are the prime publisher, you insert a box on the front page with "Co-Publisher" printed above it. Co-publishers are your advertisers. Each may run an ad in your publication one time, paying the full rate, and agreeing to mail 25, 50, or more copies with his name stamped in the Co-publisher publication. The prime publisher does not solicit ads directly, but refers all ads through a Co-publisher. The Co-publisher sells ads by mailing out copies. If you establish a rate of \$6.00 per 1-inch ad, your Co-publisher keeps 50% and sends the ad to be run, along with your 50%, to you.

This is a method of distributing your publication without having to mail it yourself. However, experience has proven that only about 40% actually mail their copies, so your publication may not get distributed and results would then be very discouraging to you and the advertisers, (even though they did not do what they agreed to do).

The best idea is to get your hands on many other publications as possible. Type up labels with all advertisers, and prepare your own mailing list; you may wish to supplement this with a list of mail order buyers that can be purchased from list houses for \$30 to \$35 per 1,000.

Inquire at your local post office for information/instruction on bulk mailing. Current ruling is a minimum of 200 pieces, and if you get up to 2,000, you really should consider bulk mailing. You will find that a permit is necessary, which involves a fee, but bulk will cut your cost tremendously. You do have to sort and tie your mail by zip codes, but the savings per piece is quite substantial. compared to first class.

To improve your professional touches, learn more about graphics by purchasing books on graphics, layouts and techniques available from many sources - or go to your public library. You will learn about reproducing photos, reducing, enlarging, using press-on type for headlines. These are all elements you will learn quickly when you put out your own publication. If you have a local printer, you might be surprised to find he is willing to help you by sharing information

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and shortcut tips. Also, study other publications for style and format, and make notes as to how you could improve them.

When you have progressed to a circulation to 5,000 or more, you should look into a changeover to tabloid format (newspaper style) which is printed on Webb press - the savings are tremendous. But for starters, stay with the 5-1/2 x 8-1/2 format.

How to Start a Computerized Information Self-Publishing Business

Turn Your Personal Computer Into A Money-Making Machine by Storing; Printed Reports On Disk

AMAZING FACTS ABOUT THE MAIL ORDER AND INFORMATION BUSINESS

Fact 1: Mail art :or business is the most ideal business to operate from home. Thousands make lucrative incomes and enjoy operating from the comfort of homes, setting their own business completely out of the "rat race" . These people will never work for a boss again. The postman brings them fat profits every day - often more than they earned in a month working for others.

A US. Government report states that many one—person mail order businesses are making profits up to \$50,000 per year. The more successful mail order dealers have become Millionaires!

Fact 2: The world's easiest mail order business is Selling INFORMATION BY MAIL. Hundreds of thousands of men and women are making money in this wonderful, fantastic work.

When I say information I mean VALUABLE INFORMATION, with intrinsic value-. It could be an idea, a secret a name, an address, but something, of value it at people are willing to pay for it. What could be more profitable than selling paper and ink whereby you print information for pennies... and sell them for dollars?

Fact 3: ""Information by Mail" is a billion dollar a year Mail Order Business with a market of over FORTY MILLION CUSTOMERS, and it is growing faster every year. We are now in an information AGE where there is an explosive demand for valuable information in all sectors of today's society.

With such statistics, it's easy to see why more and more people are entering today's most exciting; and more profitable business. Many individuals just like yourself are making more money in only a week in the Self-PUBLISHING BUSINESS than they can make in a month working for someone else.

NOW IT'S YOUR TURN TO START YOUR OWN SELF-Publishing BUSINESS!

There are two ways you can be a SELF-PUBLISHER; the hard way . . . or the easy way.

1. You can write your own self-published materials. You do your own re-

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search, find out what topics people will buy and the right price they are willing to pay, develop and advertise your offer or report, test the market, etc. etc.

Although this may be a more rewarding experience (especially if you love to write and want to be an author), I don't advise it. As a beginner, I mean. Once you become an expert in this business, you can write your own materials, make more money and have a lot of fun. But meanwhile ...

2. You can BUY your own self~published materials by acquiring the best-selling reports and manuals that are available in the market today, including the right to resell and reprint. That's right. You save the hassle of writing your own reports. You simply pay the full retail price, which will include the right to reprint the items you bought!

Now listen. I am not talking about the sub-standard material in the market. Be careful when you acquire an article or report for resale; You don't want to purchase incorrect or incomplete information, reports of poor reproduction quality, or information that simply has no apparent value.

To be successful, you must buy for distribution, the kind of quality material that will satisfy your customers and make them want to order from you again. One source of reports with reprint rights is: Infopreneur Box 20412 El Cajon CA 92021. The company offers a free catalog.

Once you acquire reproduction rights you can reproduce materials as you receive orders. A report of several pages in length can be reproduced for 20 to 30 cents and sold for several dollars. This generally provides a profit of 1000% and higher

When you purchase the reproduction rights you acquire the right to reproduce the copyrighted materials, which also includes the right to resell the reprint rights.

Meanwhile, let's say you have acquired the reproduction rights for top notch reports

KEY ALL INFORMATION IN YOUR HOME COMPUTER

The most important thing that you can do as a Self-Publisher is to convert your printed information into computer-readable moneymaking information!

This simple act will give you the leading edge in this business. By combining technology with the information self-publishing concept, you gain tremendous possibilities for success.

1. You keep your information current, accurate and easy to update. You can change, improve and add information as you gain more experience. You can include your own personal identity and unique information regarding your offer or business.

2. You maintain high quality printed information by using the latest technol-

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ogy in printing hardware and software. You have more convenient storage, faster access and better manageability in maintaining your information

3. When printing costs become prohibitive, say in producing a 100-page report, you can sell your information on disk. This automatically eliminates printing costs and reduces mailing costs substantially.

4. Since your information is stored in your computer, you can then transmit via modem, bulletin Board, electronic mail, fax, or any means of telecommunications. Shape of things to come? Nope. This is happening today. This is now a common mode in the business of transmitting (and selling) information.

5. Finally, with the above hi-tech facilities, you will be operating just like a big corporate publishing firm and will be perceived as one. You improve your credibility as an entrepreneur. There are now thousands of small one-person businesses operating from home, just like the big ones.

THE TIME FOR MONEY-MAKING ACTION!

Here is a summary of the important benefits of operating your own Self-Publishing Mail Order business:

No. inventory to carry and easy to reproduce

Extremely high mark up

Easy and inexpensive to ship via First Class or UPS

Ideal as a primary offer or as follow up offer to existing buyers

Very Large market demand

By the way, you don't have to own a computer to operate your own self-publishing business. The purpose of this Guide is simply to show how much more of advantage you will have if you use a computer as a tool in making yourself-publishing business more efficient and successful. Be a self-publisher first, then computerize your information later.

YOU MAY NEVER HAVE THIS CHANCE AGAIN . . . ACT NOW!

Think about the future. Whether you work part time or full time, you'll be able to operate this proven, wealth building business from your home, and you'll have fun making money. You won't need any employees, and you won't have to share your profits with anyone.

NOW IS YOUR MOMENT TO ACT!!! You have much to gain and nothing to lose.

THERE WILL NEVER BE A BETTER Time! THAN NOW!

How to Publish Your Disk-Based (Virtual) Book

With the high printing and distribution costs involved in the self-publishing of books, there is another alternative that is beginning to emerge and is worthy of investigation. That alternative is virtual books. They are sometimes referred to

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as electronic books or diskbased books.

Because of the ever-increasing use of computers in the home for business and personal use, and because of the costs mentioned above, the writing and publishing of electronic books is becoming more practical for many applications.

So, what is an electronic, or virtual book? A simple explanation would be to say that an electronic book is a computer floppy disk on which is contained a disk-reading program and a text file (The actual contents of the book). Depending on the type of disk-reader used, the person reading the "book" can start at the beginning, the middle, the end, or any other place, page, chapter, section, etc.

Disk-reading programs are also called text organizers or file viewers.

Depending, again, on the type and complexity of the disk-reading program used, the author can present to the reader a table of contents or a list of topics from which the reader can select, with just a few keystrokes; and instantly access the desired material

The slow alternative to reading a long text file without a good file viewer is to scroll through the text from start to finish. At best you can jump ahead or back one page of text at a time, but you will have no capability to preselect a certain page, word, line, topic, or any other unique location.

So how is it done? Easily! The book or other work is composed on a text editor rather than a "full-blown" word processor. As the book is being written, the author includes special short commands that are "read" by the file viewer. These hidden commands enable the person reading the book to move around the book just as if he were reading a printed book.

Other commands allow the reader to pull up menus, access help windows, answer questions, mark certain selections and accomplish other tasks.

A variety of text organizers or file viewers, and text editors for composing the work, are available from computer software dealers who distribute "share ware". Share ware is a form of software marketing whereby the user is allowed to try a program before buying it. These shareware programs are copyrighted material and the user is obligated to pay for it if he used it beyond a reasonable evaluation period. The cost of "registering" or paying for these file viewing and text editing programs ranges from \$8 to \$100.

This author used the \$8 version of the IRIS hypertext file viewer and the MS-DOS text editor already included with DOS 5.0. That's a total cost of \$8.00 to get started because IRIS can be distributed with your electronic book "royalty free". That means you may write an electronic book using IRIS as the viewer; sell the book at any price with IRIS included so that it can be read, and not have to pay any royalty to the author of IRIS. The "SEE" file viewer, while not having as many features as IRIS, can also be used royalty free.

Here's a few reasons why publishing electronic books makes sense:

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1. Less expensive than conventional publishing. To get the price of any printed book below \$1.00 you would have to have five to ten thousand printed. The price of your test electronic book can be less than \$10.00, counting the cost of purchasing a file viewer. After that, your only expense per copy is the cost of the floppy disks. Mail order supply houses sell them for as little as 19 cents apiece for 5.25" DSDD disks in lots of 500 or 1000. If you only buy 100, the cost may be 25 cents apiece.

2. You can edit or change the contents of your unsold books at any time! New informs lion can be added or obsolete data can be removed using the text editor. You would, of course, have to copy the edited version of your work to the other disks.

3. Produce only the books you need: Assemble each book only when an order comes in for that book! It only takes 2 or 3 minutes. This also solves the editing problem mentioned above. By having only a "master" book, you only have to make additions or deletions of text to one book.

4. If large quantities are needed for any reason, commercial disk duplication companies can turn out large numbers of your book at a very reasonable cost. Still far less than conventional printing.

5. There are several disk-book libraries and publishers to help you find a market for your book. Dealers of share ware and retail programs are now including sections in their catalogs for disk-based books.

6. Mailing costs are greatly reduced. Your book on a 5.25 inch disk can be mailed alone in a 6 x 9 inch envelope for one test class stamp. It is usually more practical, however, to use a protective disk mailer, and to include associated documents with your disk. The disk mailer provides much more protection for your disk-book, but raises the weight to the next postage unit.

A short list of text editors, file viewers, and sources is included below:

Text Organizers:

Black Magic

HyperPAD

IRIS

Cookbook

Text Editors:

Boxer

Petit Plus

Micro EMACS

Edit

SEE

Two sources for file viewing and text editing programs are:

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Infopreneur Services 3755 Avocado Blvd #110 La Mesa, CA 91941

Public Brand Software, PRO. Box 51315 Indianapolis, IN 46251

This list of programs and sources is by no means all-inclusive and are used as examples only. The author's use of particular program is not a recommendation of one program over another.

How To Produce & Profit From Self-Published Booklets & Guides

When it comes to promoting your product or service business, most people think of the traditional marketing materials such as brochures, flyers, newsletters, and the like. Of course, these materials work just fine when written and designed properly, and targeted to the right market.

What most people don't consider and something you might after reading this is to use a simple booklet to promote your business. You may even want to produce an informative booklet to sell by itself or in a series.

There are many reasons why you should consider booklets. Let's first explore the reasons why booklets can help you fatten your wallet! One simple reason to consider a booklet: people are hungry for information and are willing to pay YOU good money for it!

Now when I say they will pay you for information-packed booklets that help promote your business, service, or attract new associates to your networking sales organization, understand that your booklet does not always have to be sent to a prospect for FREE. Rather, I suggest you consider a small fee or a regular retail price for two simple reasons: to build value and to weed out the freebie seekers that drain your resources.

You will use the information your booklet provides to spell out in detail further information on your products or services! Yes, it's a DIFFERENT, and little-used marketing tool. But it works! For example, a few days ago in my daily load of mail, I received a small booklet I'm looking at as I write this from my cluttered computer desk.

This little booklet, essentially a 24-page pamphlet, is created by a well-known publisher of a wide variety of materials on multi-level marketing. This simple booklet has been around for quite a few years and explains in the simplest of terms how multi-level marketing works. And although I received it for free (someone trying to recruit me into their MLM organization sent it along with other sales materials), most people will pay a small sum for it to send to potential prospects.

The writer/publisher gets more mileage out of this booklet than sales revenues alone. He is also seen as an expert in his field (MLM). And of course, this does a great deal to help his publishing and self-promotion efforts. This booklet, hence, serves a two-fold purpose: 1), it makes money off the initial sale (and in-

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cludes an order form at the back to receive more of the publisher's offerings); and 2) The publisher is perceived as a knowledgeable resource on the booklet's subject.

You can see by this simple example that a booklet can help you promote just about any product or service, while making a tidy sum from the initial sale. And of course, I highly encourage you to publish one or even a series of booklets for an additional source of revenue to whatever products or services you market now. Self-published booklets can be a very profitable sideline business.

The added benefit of being perceived as an expert, or at least very knowledgeable on the subject of your booklet, will move your buyers to purchase more of your products or services from you in the future because they have in their hands a REAL, TANGIBLE product that you produced! Using a booklet to help promote your products or services is an UNUSUAL promotion method.

Maybe you've never thought of using one. Or maybe you've decided a brochure is the best way to spell out the benefits that your customers get when they choose you over your competitors. And don't get me wrong - I'm not saying to use a booklet instead of a brochure! If a brochure works for you, then stick with it. For the most part, a brochure is a good choice when your products or services require a very short amount of detail to help "close" a prospect.

Consider a booklet when you want to cover a lot of ground, giving your prospect/buyer a fairly large amount of detail. Booklets can run just about any length - within reason - but be sure not to go overboard and add to your prospect's information overload! Usually, 8 to 12 pages will do the job nicely. For instance, two clients of mine (partners) came to me recently asking to evaluate the booklet they use to recruit prospects into their MLM organization. The 8 1/2 x 11 booklet contained a great deal of information - 16 solid pages!

The booklet explained their program in great detail, allowing for their potential new distributor to make a decision whether to sign up with them or not, based entirely on the information packed into their 8 1/2 x 11 booklet. I suggested that an edited version might work better. Too much information can bog down your prospect. Be careful not to overwhelm your already-too-busy prospect with too much material. If you haven't considered a simple booklet to help promote your products or services while bringing in additional income _ maybe it's time to include one in your marketing plan!

The exciting thing about booklets is their ability to promote just about any product, service, or organization you're involved with. I have given several thousand of them away in various promotions throughout the years _ plus, you'll make a tidy profit from selling them, as well. Don't hesitate to give them a try — trust me, booklets can give you the boost you're looking for!

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Letter Writing For Profit

An Ohio woman earns a part-time income writing long personal letters to prisoners, shut-ins and service people. Her clients: families and friends of the individuals who explain the likes and dislikes of the people she writes to, and she corresponds with them along these lines. She advertises her services in nation tabloids and charges a few dollars per letter. This must be a very rewarding service!

Several small concerns in the US and Canada do fairly well by drafting custom letters. Among their requests are love and hate letters, eviction notices, prank letters, "Dear John" letters, termination notices, even notifications of damage done to a friend or neighbor's property. In short, they specialize in writing letters that their clients for one reason or another, would rather not write themselves. They also make phone calls for the same reasons.

Custom letters such as these can fetch from \$10 to \$50 depending on the subject matter, research and risk involved. The best clients are office workers, executives, salesmen, professionals and secretaries, people who know the value of a well-turned phrase. If you're handy with a word and would like to try this, you may have to advertise heavily and provide a bit of complimentary service until you become established, as this is a most unusual and little known service.

Getting In On The Lucrative Coupon Business

Here is a business with true unlimited opportunity. "Everyone and their brother" uses coupons — they are well known and well ingrained element of the American Way!

Basically, this idea is to sell coupons for services that merchants have agreed to honor with service or products as an advertising expense to promote their businesses.

A few ago, an experienced and highly successful entrepreneur walked into a neighborhood service station and announced to owner: "i can double your business in 30 days and it won't cost you a dime — are you interested?"

Needless to say, the owner was usually interested. They signed a contract requiring the entrepreneur to pay all the costs for printing and distributing of 500 coupon books and receive all proceeds from their sales for his effort.

The service station agreed to honor 20 specific free service coupons (such as battery charge, tow-in, oil change, flat tire repair) on a one coupon per visit basis.

Most of the free services involved no out-of-pocket expense. In order for the customer to take advantage of all the coupon offers, he had to visit the station 20 times. This was good news for the station owner who was confident he could keep a good percentage of them as new customers after 20 visits.

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The entrepreneur had coupon booklets printed and assembled, worked out a presentation (canned spiel) for sub-salesmen who sold them door to door for \$4.95 each.

The salesman's presentation began, when a adult answered or came to the door. It began: "how do you do, sir. Do you have an automobile?"

This almost guaranteed the desired YES answer, since any car in the family counted. Then, "I'm (first name) from the Signal service station over on First and Main and I have some complimentary service for you!" The salesman then briefly describe each coupon and winds up by offering the booklet for \$4.95.

After the salesman's \$2 commission per booklet and printing costs, the entrepreneur cleared \$1000 on that first 500 coupon booklet contract, and did even better on a repeat order the following year!

There are many possible variations to this type of business. The best part is that everyone (the buyer, the salesmen AND the customers), and don't do all that badly yourself. Here are a few suggested variations:

1. design and sell coupons for merchants to sell or give away themselves — at their places of business or publish in the newspaper. Normally this is a one-time fee to design their coupons and promotion.

2. Work with community non-profit and fund raiser groups to sell coupons or books of coupons for donated goods and services. You can either charge a fee for your services or a percentage of sales.

3. Print local school sports schedules and sell advertising space (cut-out coupons) to merchants. Sell or give the schedules away or let the school sell them. Your profit is included in the cost of the coupons.

4. Design and offer a package of coupons from area merchants in a WELCOME KIT for newcomers or tourists. get their names from the water or electric company (connections), or from RV parks and motels (visitors).

5. Charge merchants to print and distribute freebie coupons that involve no out-of-pocket expense on their part, such as a half priced dinner with a full course one, a free roll of film with developing, or an extra gallon of gas with ten.

6. Charge merchants to print and distribute advertising specials with a guaranteed minimum distribution. For example, that \$25 to print and distribute 1,000 of their coupons to homes in the community. You can give these low rates because you can handle several different, non-competing orders collectively. You can print 10 or so coupons to the page and pay kids 10 each to distribute packets, booklets or sheets of 50 such packets, each operation could gross 41250 and net up to \$1,000!

One of the strongest selling points for coupons is that the customer must visit the place of business to redeem them. They can easily be restricted to the redemption of one coupon per visit to stretch the effectiveness of package offers.

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Other limitations (such as “good until...”) can be included in the fine print. The merchant not only gets the potential customer into his store, where he hopefully will buy something else while there.

When negotiating with prospective clients for coupon contracts, don’t volunteer too many restrictions on your self. If the client is adamant about something, by all means include wording in the agreement to allay his fears.

You certainly aren’t out to take advantage of your customers, but you also don’t want to unnecessarily limit yourself.

For example, if a client does not want the offer to last more than 90 days or to distribute over 500 coupon booklets, include this stipulation in the contract.

If the client does not insist on limitations such as these, use your good judgment not to continue beyond a reasonable period or to distribute an inordinate number of booklets.

You may want to deal with this client again and your reputation as an ethical business person is too important to jeopardize it by taking unfair advantage of a client.

Coupons can be printed in quality color on fine paper, or they can be produced by the most inexpensive means available (including desktop publishing and copying).

It is their offer that makes them desirable, not so much their looks. Tis is not to say, however, that a little flourish is bad. If you can have them printed with fancy borders, illustration cuts, or on colored paper, by all means do so — just don’t make them so expensive they are hard to sell.

Coupons can be for free services, merchandise, discounts, or good only with a purchase — any desired terms or conditions can be spelled out right on the coupon.

They can be distributed door-to-door, sold at stores, mailed out or given as premiums with purchases.

They can be offered in booklets, as certificates, printed as attachments (cut off or out) to other material or grocery bag stuffers at the supermarket.

Coupons are a form of advertising that is not offensive. People almost always look at them to see what they offer — all of which are reasons why your customers should consider coupons as an affordable and highly effective form of advertising!

To start a coupon business, look around your community for businesses that you think could use some boosting (but keep that opinion to yourself).

Think of a plan that you think would achieve the desired result, then figure out how you can put it into effect. Locate a printer to work with and find out how much you will have to pay for different types of printing AND different sized or-

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ders (stress the fact that you hope to have many such orders in the future). Learn the different pricing combinations and be prepared to offer your clients different packages and prices.

For example, how much more (per 500 or 1,000) would it cost to use colored ink and/or paper; larger size print or to include a logo or border? What about larger orders — where are the volume price breaks? Familiarize yourself well so you can tell prospective clients exactly what you can do for what price.

Place an ad in the local paper, but don't use the word coupons in your ad: use something like "business builder" or "profit expanders." The idea to convey here is that you will help your client build his business — but not reveal your methods until you can present the entire plan in context.

During the planning stages of your first few orders, you might want to consult a lawyer to help with the contract wording and answer any questions.

Now, rather than just sit back and wait for the orders to roll in, start calling on businesses in your area and leave each one a card (and brochure, if you have one).

Tip: Get a Rolodex type punch and have your business name at the top of your business cards. Then, when secretaries put your card on their rolodex, your name will be prominent.

When you have worked out a tentative plan for a specific business, contact that business and ask for an appointment to explain your plan to increase their business.

Be ready to incorporate and additional specifications and if acceptable to you, adjust your prices accordingly. If they won't cooperate, (most will at least listen), you can still use most of the presentation (since it is still unused) for the next potential contract.

Don't be too surprised if that first job is a little difficult to get. After all, you are still an unknown commodity at this early stage. But just wait until the word gets around that their business increased (or other businesses think their competition might be gaining on them due to you coupon plan!).

Each successive contract will be easier to present and sign. Soon, businesses will ask for your assistance. That is when you can start thinking about hiring help or raising your prices.

BUSINESS SOURCES

HENRY BRITTLE CO., 1143 E. Colorado, Glendale, CA 91205. Commercial printing.

THE KELSEY CO., Box 941, Meriden, CT 06450. Printing, paper and printing supplies. Old, reliable trade supplier.

SOUTHLAND PRINTERS, Box 7437, Sarasota, FL 34241. Commercial printer.

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USA PRINTING, 160 Washington SE, Ste 30, Albuquerque, NM 87108. Low-cost mail order printing.

VICTOR PUBLICATIONS, Marrillan, WI 54745. Information about starting a coupon advertising business.

COUP-PAK, 585 Stewart Ave., Garden City, NY 11530. Information on advertising coupon business with no investment.

QUILL CORPORATION, 100 Schelter Rd., Lincolnshire, IL 60917-4700, 312/634-4800. Office supplies.

NEBS, 500 Main St., Groton, MA 04171, 800/225-6380. Office supplies.

ZPS, Box 581, Libertyville, IL 60048-2556. Business cards (raise print - \$11.50 per K) and letterhead stationery. Will print your copy ready logo or design, even whole card.

IVEY PRINTING, Box 761, Meridan, TX 76665. Write for price list.

WALTER DRAKE, 4119 Drake Bldg., Colorado Springs, CO 80940. Short run stationery and business cards. Good quality raised print, but no choice of ink or style.

How To Break Into The Directory Publishing Business

Publish your own Advertiser (Ad Sheet), TV schedule or business directory. It is no longer absolutely necessary to have a printing press to be a publisher, although you may decide to get one once you get started good.

Printing can be contracted with commercial printers in your area, or even out of town. Another alternative that is growing leaps and bounds these days is to use a desktop publishing system to produce "copy ready masters," which printers or copy services then duplicate inexpensively (off set printing from copy ready masters is the cheapest, providing your need 2,000 copies or more).

You can either produce your own or hire a desktop service to finalize your copy. You can also use the services of one or several different printers for different types of jobs.

A local AD SHEET is usually given out free at supermarkets, local stores, mailed out (bulk) and/or delivered door-to-door.

Your income is from paid advertisements in your publication. Prices charged for advertising is low for classified ads (a dollar or so each),, with higher rates for contract and display ads.

Advertising rates are proportionate to the circulation - the total number you print distribute to people (not the extras you throw away). Therefore, the more you print and either sell or give away, the more you can charge for your ads!

A BUSINESS DIRECTORY is a booklet or pamphlet that is sold,, subsidized (bought and given away) or given away free to local citizens, visitors or tourists.

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The Directory contains a wealth of information of interest to visitors and is also enticing to the advertisers. It too, is financed by primarily by the ads it contains.

A small directory publisher works out a plan to list all restaurants, sights to see, banks, motels and/or groceries (so the list will be of value to the reader) then sells ads to the merchants who are listed.

For a small amount, they can have their ad in bold letters; a little more will get them a slogan or log; or they can purchase space for a separate advertisement, coupon or what-have-you.

Some publishers will include an article about an advertiser if the ad is a certain size. The number of copies each merchant gets to give out or sell also may be governed by his financial participation, especially if the publication has a printed price.

For example, an advertiser gets one (or some multiple) free copies to sell or give away for each dollar he spends for ads. If he wants more copies, they are available at a wholesale cost to him, which he can either sell or give away. Naturally, front and back page and larger ads command the best prices.

By getting an idea of what THEY think is needed, you will be forming a concept of what type of publication THEY would advertise in. Don't be shy about asking them for suggestions. They know the area as business people and may be able to provide you with some very worthwhile ideas.

This auction of physically contacting potential advertisers for advice has more than one objective.. Every one that you personally contact establishes a relationship between you and a potential advertiser.

From this point, whether by letter, phone or personal contact, you are communicating with someone you know. Future contacts are not only based on this first meeting, they can refer to the gist of the conversation.. Of course, as a professional business person, you keep a notebook and write down the gist of that conversation so you can remember it and the name of the persons you talked to at each stop.

When you are settled upon the publication, start serious negotiations with your printer and/or desktop publisher. Plan how you will distribute the material and sell ads.

Register your company name (and publication name, if different), and see about any requirements for local licenses. If you plan to mail out your publication, apply for a bulk rate permit at the post office.

One relatively inexpensive way to start publishing an advertiser or directory with limited funds and skills is to begin with a standard word-processing system and IBM compatible computer, like a 512K XT with two floppy drives or one and a hard disk. These systems are not expensive because they are no longer

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considered “state of the art” - but they are good to get you started.

In most cities you can buy an adequate setup, including a good word processing program for \$500 or less.

If you can type, learning to operate the word processor it for normal copy will take at least a half a day. If you have a 24 pin or better printer, you can probably produce adequate quality print, and use your scissors to “cut and paste” art work.

Or, you can compose your copy on your system and send the output on disk to a good desktop publisher who will load your material a more sophisticated system and produce professional looking, copy ready masters for about a dollar a page.. If you print several thousand copies, you can send those masters to a photo offset printer.

Hint: When you print out is a little too light, invest in a can of spray protector from your nearest art store. This is what artists use to spray on their charcoal and pencil drawings to protect them from smears, but it also brings out the contrast. These cans of spray sell for about \$5 each and are also available from Dick Blick or Kelsey (see BUSINESS SOURCES).

Starting a TV Schedule would also begin with surveying the need for such a publication in your area as above.

But you also need to check with several potential schedule suppliers to make sure you get the best possible deal - for you (financially) as well as your customers (timely, thorough coverage).

When you are satisfied that your area can use a TV Schedule, that the local businesses will support (advertise in) it, and that you have found a reputable supplier, you are ready to get down to business.

The problems to watch for in publishing center round over-extension. It is very tempting to buy better equipment, to order more copies, so you can increase your circulation and get more income. Just be sure you are preparing for business that is there!

It is a good idea to be pretty sure of exactly how much more income you are going to realize from increased investments before you invest with the HOP of increasing income. And, make sure to check with legal council when you feel like a little editorializing.

Lastly, probably the most important pitfall of all: advertising publishers have to keep a close eye on their credit advertisers. One of the things business people want to do when business is off is to increase their advertising 0 which can be paid IF BUSINESS INCREASES.

You will need to use your judgement in these cases to avoid being the recipient of a large bill someone builds up just before they fold.

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BUSINESS SOURCES

GUIDES PUBLISHING, Box 133, Fairfield, NJ 07022. Offers Business directory kits for TV schedules, Bingo, Home Sales type publications.

TV FOCUS, INC., One Anderson Ave., Fairfield, NJ 07022. Offers lit and license to publish local TV guide. \$500 down; \$3,000 operating capital required.

NORTHERN VANGUARD, Box 518, Cohasset, MN 55721. Kits and instructions for directions - \$495.

BIG CITY LITHOGRAPH, 550 N. Claremont Blvd., Claremont, CA 91711. Offset printer.

COPEN PRESS, 100 Berriman St., Brooklyn, NY 11208. Commercial printer.

LELLIPRINTING & ADVERTISING, 2650 Cr. 175, Loudonville, OH 44842. 419/994-5302. Commercial printer specializes in booklets.

DOVER PUBLICATIONS, INC., 31 East 2nd St., Mineola, NY 11051. Discount books, clip art, stencils, etc.

DICK BLICK CO., P.O. Box 1267, Galesburg, IL 61047, 1267. 800/477-8192. Large variety of art related supplies. Old, reliable company.

THE KELSEY CO., P.O. Box 941, Meriden, CT 06450. 203/235-1695. Printing supplies (paper, presses, ancillary products). Old, reliable company.

QUILL CORPORATION, 100 Schelter Rd., Lincolnshire, IL 60917-4700, 312/634-4800. Office supplies.

SWEDCO, Box 29, Mooresville, NC 28115. 3 line rubber stamps, business cards.

ZPS, Box 581, Libertyville, IL 60048-2556. Raised print business cards and letterhead. Will print your copy ready logo or design. Good prices.

WALTER DRAKE & SONS, INC., 4119 Drake Bldg., Colorado Springs, CO 80940. Short run business cards, stationery, etc. Good quality but little choice of style or color. Can be difficult to deal with (they are a "short order" mail order house).

How To Break Into Freelance Writing

A noble vocation, "freelance" writing takes its name from the days (rather, "knights") of yore! Those not in the service of a monarch sometimes hired out their services. Some were said to carry business cards inscribed: "have Lance - Will Travel."

Seriously, for those who feel the calling freelance writing can be both enjoyable and rewarding - to say nothing of what it can do for "ye old ego."

Freelance writing encompasses an endless variety of both subjects and approaches to writing: stories for local newspapers, magazines, children's publications, technical journals, romance novels, resume's advertising copy - even cross-

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word puzzles (now they have computer programs for these).

Everyone is qualified to write something! About the only absolute prerequisite is the ability to explain yourself.

The brightest technician who cannot adequately explain his techniques or the potential of his experimentation is of questionable value to the profession, his employer or even society.

Of course, to break into the higher income potential, experience, talent and a good knowledge of the language are essential.

From there, style, consumer demand, marketing, education and plain, old fashioned luck are factors that usually, but certainly not always govern how far one can go. Even so,, there is still, plenty of room for all types and levels of writing — because there are all levels and interests of readers.

Writing even short articles or instructions requires, as the saying goes, one percent inspiration; 99 percent perspiration. Work on your item every single day — preferably for regular hours. Research, rephrase and rewrite until you are satisfied.

Do not ask the opinions of others — especially during the writing stage. You don't need to know how 15 other people would put it — you simply want to YOUR ideas from YOUR perspective on paper in the best way you can.

Other opinions can be needless distractions and disheartening; they can prevent you from following through on your idea and becoming entwined with someone else's. If you want advice, get it before starting your project —or after it is finished.

A few of the more obvious outlets for freelance writers are magazines, newsletters, advertisers, newspapers, children's publications, and trade journal.

Getting into this field may be more difficult than asking your home town newspaper if they will accept (and possibly pay for) a short article you have written - and hopefully, to write others on assigned or your choice topics.

When trying this technique, look around for subjects that would be of interest to the readership of the publication in question. This approach may not be the most rewarding financially, but it can get you started and help build your confidence and reputation.

If you have an area of expertise that you would like to concentrate on, write to publishers of applicable trade journals and magazines in the field.

Ask them for information on items they buy from freelance writers. Always include a self-addressed stamped envelope (SASE) to expedite a reply. Most will tell what they pay, how long the like their articles and some will include a writer's guide that spells out their terms and exactly what they like.

For an up-to-date, annual listing of publishers, look for the WRITER'S MAR-

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KET in your public library.

Probably the most useful tool for a freelance (or any other, for that matter) writer is a word processor. If you don't have one, GET ONE and learn to use it. Get a standard word processing program, output can be input to publisher programs!

Without a word processor, you will have to work at least twice as long and hard.. Make sure your computer is IBM compatible (it can be most any off-brand or clone, so long as it is 100% IBM compatible.

You can probably get a complete used setup for \$500 or so that will do nicely. An IBM XT (8026) compatible is about the smallest (and oldest) equipment that will allow you to use a good, universally accepted word processing program like Word Star or Word Perfect.

Many publishers will accept manuscripts on disk, so long as they are in a "standard" program and system. The publishers can then "import" your data copy directly into typeset or desktop publishing with his specialized computer program!

If you area poor typist, get a touch typing program — some of them are really fantastic: you can learn or improve your typing while playing a game!

Most people can get 30 words per minute in a week; more with extra time and effort. When using a typewriter or trying to write in longhand,, the pages get messy and often out of order as they are edited and re-edited, and have to be done over frequently.

Unfortunately, when you do one page over, the page lengths never come out right, so the whole thing has to be retyped. A word processor takes care of all that, plus spelling, looking up words in the Thesaurus, margins, page numbering, uniform formatting, etc.,as a matter of routine.

As soon as you decide to get a computer and word processor, join a local IBM compatible USERS CLUB. The members will be happy to advise you. You will be able to ask all the questions you want to get unbiased answers and assistance.

Although it would be nice to have an expensive, up-to-date model with a fancy color monitor (video display) and a jet laser printer, there are plenty of used PC's on the market starting around \$500 that would do fine for your efforts.

Look under Computers and Software in the classified want-ads for 100% IBM compatible models. Also, check on close-outs and "clones" (computer magazines usually have many advertisements for these.

As a minimum you will need an IBM compatible computer (minimum 512 is needed for a standard word processing program), a disk drive (360K) and a printer. A 9-pin dot matrix will do, but of course a 24 pin is much better (and more expensive). A daisy wheel printer will produce letter quality print but will not handle graphics (logos, illustrations or fancy print) and is not recommended.

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The top of the line is the jet laser, which can cost several thousand dollars with the associated equipment and programs. A hard disk (20 to 40 MB would be very good — and is required for the newer word processing programs), or at least a second disk drive.

Although the 3 1/2" disks are becoming popular, they are not yet totally standard, so better get a 5 1/4 floppy drive (preferably with 1.2 megabyte drive — only about \$20 more on a new computer). If you can afford it, get a 640K memory computer — this will let you process more information at a time. All of these suggestions can be fully explained at the by members of a users club.

While the final copy of your manuscript should be either typed or letter quality print (usually 24 pin dot matrix, daisy wheel or jet laser) for the best possible impression, many editors will now accept a clearly printed, double spaced 9 pin dot matrix, or a disk version in Word Start or Word Perfect program.

If you have a 9 pin dot matrix printer, be sure and ask the editor if they will accept it first. Otherwise, have a friend with a better printer run the manuscript off for you!

The WRITERS DIGEST is THE trade magazine for journalistic writers, the AMERICAN BOOKDEALERS EXCHANGE serves more self-publishers and perhaps those interested in the mail order market.

Several books on writing are offered by various discount book suppliers (see Business Sources). One (BOOKDEALER) Has one called "Writing for Non-Professionals" (#70867) that sells for \$2.95. The WRITERS HANDBOOK (THE WRITER, Inc.) Lists over 2,000 buyers of written material - complete with publisher names, addresses, editors, size and type of material desired, plus other valuable information of interest to freelance writer.

A potential problem area for creative writers is how to protect your material. The old tale about mailing it to yourself is a good story, but not adequate! Some experts suggest that one good reason for copyrighting is to keep from being sued for publishing your own material!

At any rate, copyright protection is uncomplicated, cheap and technically automatic for material created after March 1st, 1989. It is strongly recommended, however, that you at least display the fact that it is copyright protected, so any infringements will not be "innocent." Just include the word Copyright (or Copr.) or a little c in a circle the first year of publication, and the name of the copyright owner.

There is no fee for this protection (which lasts for the lifetime plus 50 years) for works created after Jan. 1st, 1978).

The only "catch" is that while you can prosecute a pirate, you cannot sue for damages unless the copyright is registered with the copyright office.

Therefore, to obtain true copyright protection, it is necessary to register

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your material. This can be done either before or after it has been published. If it is unpublished at the moment you sign the copyright application send in the application and one copy of your manuscript.

If it has already been published, send two copies. In both cases, the registration fee is \$10.

For more information, see Copyrights in the next section. If it has already been published, send in two copies. This \$10 not only protects your material here in the U.S.A.: it also extends to about 80 countries who are signatories to the March 1, 1989 Berne Convention treaty. Not bad for a \$10 investment.

BUSINESS SOURCES

REGISTER OF COPYRIGHTS, Copyright Office, Library of Congress, Washington, DC 20559. To register an UNPUBLISHED manuscript, send one copy of it, a check or money order for \$10 and a completed application Form TX, all in the same envelope or package.

For additional information, write Copyright Office, Information Section LM-401, Library of Congress, Washington, DC 20559, or call their hotline: 202/479-0700.

COPYRIGHT OFFICE, Publications Section, LM-455, Library of Congress, Washington, DC 20559. This is where you write to get the forms to apply for copyright - or call their hotline: 202/298-9100.

THE WRITERS DIGEST, 205 W Center St., Marion, OH 43305. Trade magazine for writers.

THE WRITER, INC., Box 892, Boston, MA 02117. Publishes **THE WRITERS HANDBOOK**.

AMERICAN BOOKDEALERS EXCHANGE, Box 2325, La Mesa, CA 92401. Offers publication support for writers.

AMERICAN AMATEUR PRESS ASSOCIATION, 5009 Dickens Ave., Tampa, FL 33629. Publishes **AMERICAN AMATEUR JOURNALIST** for aspiring writers.

F W PUBLISHING CO., 9933 Alliance Rd., Cincinnati, OH 452442. Publishes **WRITERS MARKET**, an annual listing of 4,000 buyers of the written word.. Available at most libraries.

PUBLISHERS CENTRAL BUREAU, Box 1187, Newark, NY 07102. Discount books (reference, novels, history, etc.)

PERSONAL PUBLISHING, Box 390, Itasca, IL 60143. Trade magazine for desktop publishers - oriented to MCIntosh users.

ALDUS CORPORATION, 411 First Ave., S-200, Seattle, WA 98104. Sells Pagemaker programs for McIntosh System. *\$495).

DOVER PUBLICATIONS, 31 East 2nd St., Mineola, NY 11501. Discount books, clip art, stencils, etc.

HOW TO BECOME AN INSTANT PUBLISHER

QUILL CORPORATION, 100 Schelter Rd., Lincolnshire, IL 60917-4700, 312/634-4800. Office and computer supplies.

NEBS, 500 Main St., Groton, MA 04171, 800/225-6380. Office and computer supplies.

SWEDCO, Box 29, Mooresville, NC 28115. 3 line rubber stamps - \$3; business cards - \$13 per thousand.

ZPS, Box 581, Libertyville, IL 60048-2556. Business cards and letterhead stationery. Will print your copy ready logo or design, even whole card.

WALTER DRAKE, 4119 Drake Bldg., Colorado Springs, CO 80940. Short run business cards, stationery, etc. Good quality but no choice of ink or color.

Publish A Home Business Index For Fast Profits

Publish and distribute an index (or directory) of home businesses in your community. If you can't think of an ideal business for yourself, then start a business that helps others to build theirs — by publishing a directory of who sells or does what, what they charge, and where to find them! Something like a weekly BIGTOWN BARGAIN BULLETIN containing listings, little write-ups and possibly, some advertisements.

Statistics tell us that some 25 MILLION people are now operating businesses out of their homes — and that figure is climbing daily. Most of these enterprises could handle much more business if they could get and would greatly appreciate any assistance in this department.

On the other hand, many consumers would just as soon do their business close to home if they could get the same quality and service and didn't have to waste their time looking for a reliable source. A HOME BUSINESS DIRECTORY serves both the businesses and the consumers!

Collect the name, addresses and phone numbers of home businesses in your area (place ads in local advertisers if necessary).

Contact them and explain your intention and find out more about their products or services. You can ask them particulars about their business over the phone, but it would be much better to mail them a questionnaire with plenty of room for comments. Be sure to include details of any types of warranties or satisfaction assurances they give (money-back, exchanges, etc).

Explain that you are making up a directory and that there is no cost to them for an initial listing unless they want to place an advertisement. They should be able to select the heading under which their business will appear, and POSSIBLY given one line for a slogan or brief explanation.

Those who want to be listed under more than one heading (like Service and Word Processing) would be charged for the extra listing— even for the first list-

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ing. Then you can sell larger ads, just like the phone companies.

Stress it that businesses must honor their commitments and offers made through your publication - or risk being omitted from future issues. You want them to offer specials in exchange for the free mention. The objective is to give your readers an incentive reason to read your publication to see what bargains are available this week.

The first few issues will probably have fewer paid ads than you would like. This is the time to place several of your own — but do it wisely. Make sure there is a variety of ads; some with illustrations, borders, all different sizes, style of print. This is a good time to spell out any requirements for advertiser honesty (like honoring commitments).

Although the ad is aimed at potential businesses, your readers will notice that your standards are high. Include a small code number in each ad so you can tell your customers that an ad the size and make up of “14-d” costs \$10. Tell your customers how long their ad will be valid.

For example, you can say it will be at least 3 weeks until re-publish. Then, if you wait 4 or 5 weeks, the ad purchaser gets a better deal; but never republish earlier than promised without making it right” with your advertisers.

An incentive that many directory publishers use successfully to keep their advertisers in every issue is to place classified ads according to the number of consecutive insertions.

New customer ads would appear at the end of their respective listings and work up as older advertisers stopped (or dropped out temporarily). Of course, they would have more choice with display ads, which can be priced according to position (for example more for first or last page.).

Another incentive to use display ads is to give free bold print in regular listings to the ones who also purchase a display ad. Some would call this pressure (it is), but there is ample precedent: the phone company routinely inserts a “see advertisement” comments as well as bold print name in the main listing for those who buy display ads. Other incentive are discounts for listing under more than one heading; repeats in succeeding issues and various package deals you make up.

Your first issue will be very important. It should be as complete as you can possibly make it (which is why the first listing must be free) and it should have all sorts of ads. This is true even though selling ads for that first issue is very difficult because it is “sight unseen.”

Consider offering not only a free listing to each home business in your area, but also a free ad! Each new client would not only be listed in your directory, but would also get a free ad. Of course, the free ad will be small (perhaps a 1" display), but they certainly can't argue about the price. The purpose of the free ad is

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twofold: first is to “fill up” that first issue (which would have few ads otherwise); the second is to get customers used to placing an ad.

OTHER BENEFITS ARE: 1. Virtually every business person will want to be included because this is where potential customers will look for home businesses.

2. When they contact you for inclusion and give you the ad info, you find out a good deal about them - at a low cost (to you). This is a cheap way to build a mailing or customer listing.

3. When the business gets additional calls as a result of their being listed, they will see the wisdom of continuing to be included (and paying for an ad that brings them business).

4. All businesses will read the index — if only to check out the competition and look at their own ads.

5. As your customers business grows, they will be able to spend more money on advertising (take out larger ads).

6. Even if some clients do not get calls they can specifically identify as to having come as a result of their listings in the INDEX, they will want to stay listed if only because their competition is.

7. Since you now have their name and addresses - and know something about their business, they are already on your mailing list as customers. Call them to offer specials whenever you wish.

8. Because your first issue has all (all you could find) home businesses in the area, it is a unique and valuable tool. It will be much better accepted because it is more representative than if your first few issues were skimpy.

Another option is to include articles or features in your INDEX. This can be general information of interest to the community, things that would interest either the advertisers or their potential customers, or special features (on advertisers, local citizens, school events, community calendar, etc).

Under features, you could print little summaries of your advertisers — even a picture here and there. Items like this could be paid for a bonus for taking out a large ad (many local papers use this technique). They can even furnish the copy, so long as you retain editing rights.

Your publication can be simply a Directory of Home Businesses or it can be incorporated with something else. It could be a “bonanza of specials,” tourist guide, county map or sports schedule. It can be given away or sold. Most of these directories are restricted to home business with short filler items of general interest and are given away.

the publisher has them printed, takes them home and assembles them, and then has them distributed door-to-door in the area (often by school kids). Some index publishers place their directories in stores where they are given away —

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but some stores will refuse because they consider some of the home businesses as competitors. Either way, all of the income from this business is sale of advertisements contained in the index.

If your directory is limited to a current list of area home businesses and what they offer, it will probably not be necessary to publish more than 2-4 times a year. On the other hand, there may be enough information for monthly or even weekly publication that feature specials or “what’s hot” this period. If this is the case, consider publishing a special issue periodically 1-4 times a year) with a complete list of businesses — even those that don’t advertise with you. One way to list would be alphabetically by service or subject (much like the yellow pages).

The cover of your index should be something to catch the eye of both the advertisers (since they pay you) and the public. Slogans are nice (Support Your Community and \$ave), as are names Bargain Bulletin) and logos (your town or school mascot) or one that you create. Pictures or drawings are also good attention-getters. If possible, the cover should be in two colors, or at a minimum, printed on heavier colored paper.

The title of your index and any accompanying motto should remain constant — so it can build recognition. Its size is optional; there are pro’s and con’s to just about any size; pocket size is nice, but easy to lose and probably involves more waste. Larger sizes will fit into the glove compartment or purse, but not a pocket. Telephone size is too big for either, but might be placed by the phone book.

If you decide to place your index in stores for free distribution, make up some holders — preferably some with your logo and/or name that stores will be proud to display.

Consider a stand that can be placed in supermarket entries and large aisles. Perhaps a stand that fits under a tray — which would be suitable for either a counter or aisle. One trick is to build your holders or stands with wood and hardened Masonite. Nails and glue work well, and the Masonite is very easy to paint or silk screen.

While in the preparation (compiling your business names and descriptions), also be checking on places and methods of distribution. It might be possible to combine your publication with another, non-competing freebie, where you could share holders. At any rate, remember that your advertising rates will be governed by the number of indexes that are taken or given out — the more you give out, the more your ads are worth!

The amount and frequency of issues you publish will vary with the location, number of advertisers and your own capabilities. A good starting place would be quarterly. You must tell your advertisers when each issue is due — and stick to that schedule as close as you can. It is very important to publish on schedule;

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otherwise, you might be viewed by disappointed advertisers as a fly-by-night operation.

When a client pays for an ad that is to come out February first, he expects and often schedules some of his operation around that ad. If it is late, he will feel cheated! A customer that stops advertising for cause is much more difficult to get back the second time. As a publisher, you will make all sorts of decisions. ZOne of your first will be to decide whether or not to continue not to charge for listings — and if you should still offer free ads to first time advertisers. If you can list sufficient businesses that are fairly representative of what is available in your area, you may be in the position to charge a small fee for listing in addition to charging for ads.

But if your publication would look skimpy with only those who are willing to pay for listing, it would be prudent to protect your publication by including all businesses, whether or not they take out paid ads. This way, your publication is a complete directory — and a more useful tool. Of course, you can offer various deals that you design specifically to correct weaknesses or increase participation and revenues.

Unless you plan to do your own printing, check with several printers (and copy services) in your area for the best prices, but be sure they can meet your deadlines. Don't overlook a desktop publisher who can produce masters that can be photo copied. Write for prices from some of the listed Business Sources for a price comparison.

BUSINESS SOURCES

NATIONAL ASSOCIATION FOR THE COTTAGE INDUSTRIES Box 14850, Chicago, IL 60614. Association for homeworkers.

EXTRA INCOME, Box 3746, Escondido, CA 92025-9873. Bi-monthly magazine for home workers.

CONSUMER INFORMATION CENTER, Box 100, Pueblo, CO 81002. Free and low priced government pamphlets.

INNES CO. Box 368, Northbrook, IL 60062. Publishes IN PLANT PRINTER, trade magazine for printers.

GRAPHIC INTERNATIONAL, Box 4639, Margate, FL 33036. Magazine for people who buy, sell or trade printing equipment.

SPEEDIBOOKS, 23680 Miles, Cleveland, OH 44128. Offset printer, specializes in booklet printing.

SOUTHLAND PRINTERS, Box 7437R, Sarasota, FL 34241. Offset printer, specializes in copy ready material.

DOVER PUBLICATIONS, INC., 31 East 2nd St., Mineola, NY 11051. Discount books, clip art, stencils, etc.

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QUILL CORPORATION, 100 Schelter Rd., Lincolnshire, IL 60917-4700 ; 312/634-4800. Office supplies.

SWEDCO, Box 29 Mooresville, NC 28115. 3 line rubber stamps - \$3; business cards - \$13 per thousand.

LELLI PRINTING & ADVERTISING, 2564 CR 175, Rt #2, Lundonville, OH 44842. Offset printing - specializes in booklets.

ZPS, Box 581, Liberyville, IL 60048-2556. Business cards (raised print - \$11.50 per K) and letterhead stationery. Will print your copy ready logo or design, even whole card.

WALTER DRAKE, 4119 Drake Bldg., Colorado Springs, CO 80940. Short run business cards, stationery, etc. Good quality, but no choice of style or color.

USA PRINTING, 160 Washington SE, Ste 30, Albuquerque, NM 87108. Super low printing prices. Write for a price list.

\$40,000 A Year In "Editorial Services"

WHAT ARE "EDITORIAL SERVICES"

When I started out as a freelance writer the market for such services was a bit different than today. Most freelance writing then was "on spec" - you wrote something, a story or an article, then peddled it. If a publisher bought it, he or she provided editing, typemarking, payout, and other services to prepare it for production. Once the publisher bought it, you were finished with it.

Today there is an entirely different market for freelance writers, an enormous business market. You don't (usually) get bylined, and you don't write best sellers - but you don't work on spec, either, and you don't starve in a garret. You get paid for everything you write because you write to order, at an agreed-upon price, which you have set or negotiated. And you can work this entire market or you can specialize in segments of it, as you wish. (Most of us begin by working the entire market until we finally get into some specialized segment, for one reason or another.)

Why then, do I refer to "editorial services" in my title, rather than to freelance writing? Simply for these reasons:

Frequently, you do rewrites of someone else's bad or incomplete writing. But the client is reluctant to admit, even to him- or herself, that he or she doesn't write at all well. You are therefore advised by the client that all that is needed is a "little editing". However, since you are going to be paid on the basis of whatever your time is worth, what do you care what the work is called?

In some cases, what is needed is editing, proofing, typemarking, layout, and/or other such editorial services. Again, if the client is willing to pay you what you ask for your time, what do you care what the specific editorial work is?

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In most, if not all of this market, writing assignments do often require more than writing itself. You may be called on to help conceive and plan the piece, analyze/identify/define the need, advise about printing or illustrating, etc. It is in your interest to be a general expert on most aspects of publishing paper used in business - brochures, proposals, reports, theses, speeches, presentations, publicity releases, storyboards, scripts, and many other kinds of written communications.

Learning and using all the related skills means earning a great deal more money. So while I may talk of writing throughout this report, please interpret that to mean all the spectrum of writing, editing, and publication production services required to accomplish your client's aim and to earn you your fees.

HOW IT HAPPENED

I decided, at the ripe old age of 12, that I would be a writer. I had rather vague ideas, at the time, of just what a writer was and did. I didn't really envision myself as a great novelist or playwright; I hadn't come that far in my thinking yet. All I knew was that I enjoyed explaining myself in writing.

Ultimately, a few years later, I discovered the writers' magazines. (There were several of them, three prominent, "the big league" ones, and a few minor ones.) I began to read them regularly and to absorb from them, while I continued to practice on a beat up old portable for which I had somehow managed to scrounge up the money needed to buy it. Once in a while - once in a great while - I sold something. It wasn't much money, but it was satisfaction to have my name in the press and some of my work worthy of purchase. It was vindication of my claim to be a writer.

I managed to get in a little newspaper experience, doing some writing chores for a large city daily and, later, for a couple of U.S. Army newspapers during my WWII service. I even managed to win a few prizes in writing contests.

Eventually, with my continuing education as a writer, I discovered the trade press, and began to sell a bit more frequently, although at such low rates that I could not yet earn my living at freelancing, despite the occasional major sale, such as a book for \$4,000. But that was not often enough, either. I was meeting just enough success to convince myself that I was, indeed, a writer. The trick was to learn how to earn a living at it.

With that, and eating on a reasonably regular basis in mind, I used the G.I. Bill to get an electronic engineering education. And that led me, eventually, directly into technical writing. I was beginning to get closer to my goal, earning a living at writing, although I was not yet ready freelance full time.

That introduced me to Government contract work, a valuable experience that I tucked away for future reference. Too, as a result of my technical-writing experience, I stumbled into the design and writing of training systems, which

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turned out to be also valuable experience, leading me to the management of writing and writers and into direct experience as a marketer and contractor to the federal government, first as an employee and later as a consultant and independent contractor.

The diversity of my earlier experiences proved to be a most valuable asset, an open-sesame to where I wanted to go: My years in working for and consulting with many major Government contractors - IBM, GE, RCA, and others - required me to go to whatever company had a major contract at the time. (That was where the job openings were!) This required me to become an expert writer of resumes, since they had to be constantly updated and oriented to the latest needs. And I was meanwhile learning how to write effective proposals, which proved to be quite a boon to my career, propelling me into a consulting career, which soon led to activities as a seminar leader and public speaker.

I finally had all the tools I needed to be a successful freelance business writer. I could write resumes, proposals, manuals, brochures, training programs, reports, and many other things but - most important - I knew where and how to find the work and what rates to charge.

Still, I didn't make the final move until an employer virtually forced me to by victimizing me so shabbily that I felt compelled to quit his employ immediately. And by now I was at a salary level that made it rather difficult to find an equivalent job quickly - one drawback of reaching above average levels in your field! So, while I considered my next move, I began to do some freelancing by calling a few people I knew to offer my services on a fee basis.

By the time I began to get some reasonably good job offers I had won enough freelance writing assignments to persuade me to turn down the offers and open an office in town. That was my preference, at the time; it was not and is not a necessity.

I had won my first assignment to write some proposals and a sales brochure for a company, which ultimately produced several thousand dollars for a few weeks' work. I also began to advertise a resume-writing service and won many clients for this at rates of from a low of about \$25 to about \$90, with an occasional one running as high as \$150, a good rate even in these later days. I also turned my attention to bidding for Government writing projects, usually small jobs of from about \$2,000 to \$5,000, although occasionally the projects were larger and ran to much higher figures.

Once firmly established, I began to think about another idea I had had for some time: what I regarded and referred to as freelance or "specialty" publishing: Printing and selling my own small how-to publications by mail. I soon learned that my idea was not original, as I had thought it to be, but already had many practitioners. (Of course, I soon added my own special fillips to it.) And so I

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became and am a freelance writer/editor/publisher, writing books and articles for commercial publishers, still taking on an occasional customer-writing assignment, and still writing and selling my own little reports.

And you can do it too. You don't have to do it all or know how to do it all, and you don't have to make all the mistakes I made in learning, for I will pass on what I learned. Probably, armed with what I have to reveal to you now, you can do it better, faster, and probably with greater success than I did.

BUSINESS OR PROFESSION?

Freelance writing is a business. You may prefer to regard it as a profession, which it is also, of course. But all professionals in private practices - doctors, dentists, lawyers, architects, and others - must observe business principles and methods if they are to succeed. As a freelance writer you have expenses - office rent, for example, even if that office is a small room in your home. You have to spend part of your time finding assignments and making sales - marketing your business. That's a business expense too because you are paying for that time out of your own pocket. Actually, if you have a professional accountant keep your books for you, you will learn why you have to account for your own time as a business expense that you must pay yourself a salary, and that salary is not profit; it is cost. Any of that cost - portion of your salary that is not directly compensated by charges to a client for your time is part of your indirect or overhead cost. Remember that you will have to spend some part of your time in marketing and administration of your own enterprise, probably a third of your time, in fact. That time, as well as all other costs - rent, telephone, printing, automobile expenses, postage, etc - must be considered when you set your rates to clients.

PRICING YOUR WORK

Earning \$1000 for 80 hours' work does not mean that you can afford to pay yourself \$12.50 an hour. When you deduct all operating expenses, you may discover that you have not made even \$5 an hour! You soon learn that when consultants and other specialists charge several hundred dollars a day for their work, they are not getting rich.

In other words, if you want to make, say \$20 an hour, you must know what your expenses are and allow a margin of error in making the estimates of overhead and other costs. That is, if you estimate a 75% overhead, a quite reasonable rate, in fact, you must charge \$35 an hour for your time. You will probably not charge by the hour usually, but "for the job", so you estimate the number of hours the job will take and multiply that by \$35 to arrive at a price (adding other costs, such as printing, illustrating, or anything else required.)

At the same time you can't simply ignore "the market" - the average price charged by others for similar work. On one contract I may have charged only \$20 an hour because that was the market price - all I could get - and I wanted the job

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enough to sacrifice a bit. On most jobs, however, a flat price is called for, and I decide what the job is worth, as well as how long it will take me.

Here, there is another consideration: How efficient you are. If you are a fast worker and can do the job in far less time than most competitors can, you can turn that to your advantage in two different ways. You can be highly competitive without working below your desired minimum rate, and you can earn more than that minimum rate, even then. You are not cheating a client when you charge \$50 or \$100 an hour if your end price is still competitive and within the market. You should benefit from your productivity. So hourly rates are really a rough measure.

THE PRODUCTIVITY FACTORS

If you are highly productive, you are better off to charge by the job as often as possible. You might earn \$75 an hour, while charging no more than a competitor who earns only \$40 an hour because he or she is far less productive than you. Clients, however, tend to rebel at what they think is a high hourly rate, regardless of the total price for the job. Keep information about your productivity and your hourly earnings to yourself; they are proprietary and confidential information.

Your “speediness” as a writer/editor is only one factor affecting productivity. Familiarity with the subject - or the lack of it - is another factor. If you are somewhat expert with the subject, your research time is lessened, and the reverse is true too, of course. The ease or difficulty of finding the source information is another factor. And these considerations apply with respect to the kind of writing - e.g. your familiarity with storyboards, report formats, proposals, or whatever it is you have undertaken to write. And your personal resources are still another factor. If you are equipped with a good computer system and adequate software, you have advantages that help you achieve a high rate of productivity. (I manage to do most of my research without leaving my office, by utilizing the mail, the telephone, and my access to other computer databases via my own computer and modem-telephone links.)

HOW SPECIALIZED OUGHT YOU TO BE?

These are arguments for specializing in subjects and/or kinds of written products, and many writers do so. I personally do not undertake to write books that would require what I consider to be excessive amounts of research, for example. But that is a personal decision you must make for yourself.

Of course, in the beginning you tend to undertake almost anything and everything you can get a purchase order or contract for, and you don't worry overmuch about how profitable the job will be or how much your net per-hour earnings will be.

But after a while, when you can get enough work to keep you busy most of the time, you begin to consider specializing to at least some extent. You decide that you like certain kinds of assignments and dislike other kinds, and you may

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very well begin to specialize gradually, without a conscious decision to do so.

WHAT IS “RESEARCH”?

When your freelance in the traditional manner, you decide for yourself what you will write, speculating, in the hope of finding a buyer after you have written it. The research is then entirely up to you, of course: You visit libraries, interview people, search through old records, and otherwise delve wherever you can. And you start with a rough outline of just an idea. As your research progresses, you begin to develop a more detailed outline or “book plan”.

This is not usually the case when you are working on contract. In that case the client provides you with a requirement and usually at least some beginning information in the form of rough notes, perhaps an outline, or even a rough draft. You may get all the information, in some form, but, again, you may get nothing more than the bare requirement. “Research” may therefore consist of nothing more than sorting out and reading everything provided, or it may be a total, “from scratch” effort.

SOME TYPICAL CASES

To illustrate the above more clearly, we’ll look at a few cases of my own: training development office of OSHA (Occupational Safety and Health Administration, Labor Department), gave me, as my first OSHA assignment, the task of developing a curriculum guide for use in junior colleges teaching the OSHA program “Voluntary Compliance”. The guide was to assist college faculties in preparing a relevant course of instruction.

My research consisted of studying the two volumes that made up the course material, a student manual and an instructor’s guide, and discussing their content with several OSHA experts.

I decided, after this research, that something more than a curriculum guide as necessary. Two hours’ study of the manuals showed me that more information for the instructor was needed. I therefore recommended the development of a “study guide” of about 60 pages (about 15,000 words), which would include the curriculum guide, estimating the job at \$2,400 (1974 prices!) The job was approved and a government purchase order issued. I then took the materials home and did the job there, expending about 100 hours on the job, including research and writing. (In 1991 I would price that job at about \$7,500.)

A General Services Administration task called for rewriting an aborted script for a 15-minute slide/tape presentation of a value engineering program. The client furnished the information and the original script that had never been completed. This took only about two days and paid me \$300.

A client who organized training seminars for government agencies often retained me to prepare the brochures. The client furnished all the reports on the seminar or conference, and I wrote a brochure of perhaps 500 words, for which I

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was usually paid \$150.

When I write on subjects in which I am already reasonably expert- electronics, for example - most of my research is in the client's outline or book plan, because most of the technical knowledge is already in my head, and I need to refer only to standard technical volumes in my own office library. On the other hand, I took on the job of preparing a two-hour presentation of the history and culture of the American Indians. I had no prior knowledge of the subject at all, and I had to do complete research. This was a \$9,000 project for which I had to develop my own outline and plan the extensive research required. I bought a number of books, begged many more from the U.S. Bureau of Indian Affairs, visited with officials of several Indian reservations. It was not a profitable job, and could only have been made profitable if I had won additional jobs writing about American Indians so that the research could have been made to pay.

WHERE (AND WHAT) ARE THE MARKETS?

The markets for this kind of service are everywhere - every business, every organization, for-profit or non-profit, uses written products. And the markets are enormously diversified, far beyond anyone's capacity to pursue them all. But it is necessary to review them and gain an appreciation of the scope and breadth of the opportunities. For example:

A non-profit corporation near my office sold a "prepaid legal services", group plan (analogous to group hospitalization plans). I was hired to handle their publicity, writing newspaper articles and other PR for them.

I happen to be a professional writer in the most literal sense of the word; no other work is as satisfying to me - I have a driven need to write - and I have felt that way most of my life. However, many of the freelance writers making a good living in this kind of writing work are not professional writers at all. Many just happened into this field by chance and found it profitable.

The point is that you do not have to be an author, in the classical sense of that word, to succeed at this business. You do not have to be one who has the psychological need to be a professional writer. Anyone who can handle the language with reasonable facility and fluency can do this kind of work adequately. One person I know, for example, was an illustrator who found himself preparing advertising art for most of his clients. Before long, he discovered that he could write acceptable copy for that advertising. And soon he found himself spending as much time writing as he did illustration.

Another writer I know started as sign painter, and still another managed one of a chain of hardware stores. And still others are former teachers, psychologists, sociologists, junior executives, engineers, clerks, and others who became freelance writers without realizing that that was their new profession! They just gravitated into the work without realizing immediately that it was actually for writ-

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ing that they were paid.

In actuality, in this field of freelance writing we are more writing consultants than freelance writers in the classical sense, and you will probably be able to see that more and more in the various cases and examples that follow. Bear it in mind.

The training field is an excellent example. There is a substantial market for developing training programs of many kinds. With technology developing rapidly, almost everyone who isn't a day laborer requires specialized training of some kind, beyond high school and even beyond college, frequently. Companies and government agencies want their employees to learn such things as data processing (even grammar-schoolchildren are being taught the basics of computers today), value management, supervisory principles and practices, basic accounting principles, safety, energy conservation, and hundreds of other subjects considered to be a necessity for modern living. But they cannot always find off-the-shelf or proprietary programs (e.g., seminars, audiovisual presentations, and other "canned" programs) to teach these, and so must develop their own programs. Many government contracts are let for the writing of training programs and related materials.

Manufacturers need manuals for the equipment they manufacture. Sometimes these are technical manuals, but quite often they are simple, brief instruction manuals - brochures and booklets, even- for the buyers of a small calculator or kitchen blender. Manufacturers also need such things as specification sheets, catalog sheets, sales letters, marketing brochures, product releases, news releases, circulars, and many other such items. They need advertising copy written, slogans invented, signs designed, all work for writers. Some of the larger organizations have their own writers on staff, but even those are often overloaded or need someone with special skills and experience and send writing work out to freelancers. Many large organizations, if they do a great deal of advertising, have an advertising agency handle their writing chores, but advertising agencies often hire freelance writers to help them.

For example, one large corporation, who didn't do a great deal of national advertising, paid me over \$4,000 to develop a marketing brochure of 20 pages. I had to arrange for typesetting, art work, layouts, and printing, which were at least as much work as the writing was, but I was paid for all this work.

I have often worked by the day as a proposal specialist, generally charging from \$150 to \$300 a day in the early days, then \$500 a day, as inflation progressed, and now \$1,000 a day. But that is based on a short-term assignment, usually a few days, often 14-hour days, that are typical of proposal schedules. For the occasional long-term assignment. I sometimes negotiate a special arrangement.

That is consulting work and billed appropriately as such: I am hired for my

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abilities as an expert in marketing to the government and as a expert in proposal-writing. I charge and am paid accordingly. I prefer a flat day-rate, and I have a most flexible scale as to how many hours make up a day; I simply do not count the hours, but only the day. (My daily rate considers that many days will be well in excess of 8 hours.) But that is not necessarily how others work. Some charge by the hour, others for an 8-hour day and bill time-and-one-half for overtime and double-time for weekends and holidays worked. Others negotiate a flat price for each job. You make your own rules, because each situation is different and each individual's preferences are different.

One of the great inducements you can offer, if you are willing to, is a "quick response" service. Many organizations find themselves in difficulty meeting a deadline - a scheduled delivery day - for a proposal, report, or other obligation, and they suddenly realize, as they approach the deadline, that they are not going to "make the date" without some extra help. That may require working evenings or over a weekend, but if you are willing to make a few sacrifices you can usually win such jobs (rescue operations!), get paid premium rates - you are fully entitled to charge premium rates and clients will usually pay them cheerfully under such circumstances - and win the gratitude and future patronage of the client. It's worth doing, and some individuals specialize in such services.

If you wish to take advantage of such opportunities, advertise your "quick response" or "quick reaction" services. A number of individuals built up substantial companies offering such services.

Bear in mind at all times that you are not selling your writings in this kind of undertaking; you are selling your services. The client is buying your time, your energy, your talent, your effort, your expert knowledge. You are satisfying a need, and the better you satisfy it, the more valuable your service is. You are, in fact, at least as much the writing consultant as the writer.

So far, we have talked mainly about organization - corporation, companies, associations, and governments. But individuals often need writing services too. Professionals are called upon to prepare and deliver papers at conventions and conferences, to make speeches, and to write articles for technical and professional journals. Students must write term papers, theses, dissertations. Working people must write resumes and special letters of many kinds. (Yes, I and others are others are often hired to write letters for individuals, especially letters to organizations.)

One individual hired me for an unusual job: She had been appointed to the school board of her county and needed to become knowledgeable in school affairs quickly, in preparation for her first board meeting. She hired me to review several school journals she supplied and abstract all the pertinent articles for her, as a kind of briefing paper!

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A graduate student paid me nearly \$1,000 to write a master's thesis, for which he had already prepared an outline and drawn up a rough draft, going as far as he could go without some professional help. A city employee hired me to write a letter appealing a decision of the civil service board. (He got the decision reversed!) And many individuals, some of them chief executives of important companies, paid me to write resumes and cover letters for them.

A placement firm paid me to develop an entire marketing approach, including the presentation to individual applicants, addresses to groups, a contract form, and a resume workshop for clients.

An association paid me to prepare a newsletter for them every month. In this case, I developed the newsletter idea, then went out and sold it to a national association. (An idea you might borrow.) They took care of the printing and distribution (mailing); I merely wrote, typed, and delivered the camera-ready copy to them every month for a fee which averaged about 25 cents per word, a good rate for those days.

A federal government agency hired me to answer their mail and to design a complete set of standard replies to the most frequently asked questions. (Not exactly a form letter, either.) It came out to about \$20 per letter!

Another government agency paid me \$1,800 to attend a week-long training session and critique the program, with my recommendations for improvement.

HOW TO GET WORK

Now comes the critical question: How to get assignments and orders - how to get started doing business. A few initiatives:

Many individuals begin by placing small classified advertisements in the daily morning newspapers. That works reasonably well - sometimes remarkably well - in seeking orders from individuals for resumes, term papers, and the like. It is usually not effective in getting work from organizations. That is better pursued in other ways:

Advertising in trade journals that the organization members read.

By making in-person and/or telephone solicitations.

By mailing or otherwise distributing brochures and sales letters.

Mailing can be difficult. You need to collect names. And it can be expensive: postage costs are high and still climbing steadily. Far better, I believe, is to simply distribute your brochures in office buildings, since almost every office is a prospect. Get enough brochures/circulars/letters out this way, and you are almost certain to begin getting calls.

Call every acquaintance, business and personal, and tell them about your service. (You will be surprised how many people want and need professional writings services.) Ask them to recommend you to others. Ask them to take a

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handful of your brochures and cards to give to their business associates, friends, and acquaintances.

Post notices on public bulletin boards in supermarkets, libraries, community buildings, local colleges.

Write up press releases for yourself and send them out to newspapers, magazines, trade journals, newsletters, local companies, business clubs, other organizations.

Follow up. Many people throw a brochure away the first time it comes into their hands, but hang on to it as it arrives for the second, third or fourth time and becomes familiar recognizable. (Why is that? Who knows? Ask your psychologist. All we know is that it is true. Repeat mailings to a given list are almost always more effective, in the long run, than single mailings to new lists.)

Be highly specific in your literature. Tell the prospect exactly what you offer to do. Stress service - fast, efficient, convenient, accommodating service. Make your telephone number prominent, easy to find. Make it easy to do business with you e.g. one simple 'phone call and you will do the rest. Call some of the prospects later - as many as you can; many who hesitate to call because they never take the initiative will hire you if you take the initiative.

Persistence is important, of utmost importance. The individual of average talent and ability, but blessed with great persistence, will almost always do better, in the end, than the brilliant individual who is not persistent.

When you have completed a few assignments, list references, either by name or by general reference (e.g., "...written speeches for prominent, local architect"). Or specify references available on request.

Make personal calls with your literature. When you get the "Sorry, I don't have a thing for right now, ask for referrals or suggestions as to whom else to call. You'll be surprised at how much help you can get this way, for reasons too complex to explore in this limited space.

Start small. Take on jobs you know you can handle swiftly and with good results. Build a reputation, and before you know it you won't be seeking assignments; they'll be seeking.

Government Markets For Writers

The government, with its hundreds of agencies and thousands of offices, is a multibillion- dollar market for every kind of writing conceivable, and most of it is done under contract by private organizations and often by individuals.

A BASIC ORIENTATION

The 34,000 U.S. Government offices and other facilities scattered throughout the United States and our possessions are spending about \$14 billion per year,

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at current budget rates, for what might be described as editorial services. And there is a good reason for so describing them, although the bulk of the effort required is, in fact, writing effort. That the government creates a great deal of "paper" is well known. What is not so well known is that most of this generation of "paper" does not take place in government offices; the government contracts out most of this work to private industry.

For writers, the constant growth of new technological developments and the ever-swelling government bureaucracy add up to constantly growing markets. Virtually every government agency of significant size and importance has both publications and training responsibilities. In many cases, where the size of the agency and its publications/ training requirements are large enough, the agency may even have special departments or offices dedicated to these activities; in others the responsibilities are vested within some other office or department, often along with personnel and other administrative duties.

PUBLICATIONS

The publications fall into broad classes, those for internal consumption and those for public information. Consequently they may include reports, manuals, proposals, training programs, audiovisual scripts, motion picture scripts, lecture notes, speeches, brochures, articles, newsletters, and even books.

The military organizations who buy the weapons systems and all the related equipment and systems require a great many technical manuals and other documentation to be used to support the training of military personnel and the day to day operations and maintenance of the systems, so they are normally by far the largest developers of publications.. However, they are not the only purchaser of such publications, for the National Aviation and Space Administration (NASA), and the Environmental Protection Agency (EPA), and many other agencies, such as the Postal Service, also require such documentation.

Training responsibilities may include the development of materials to be used for training, or training materials may developed by a publications group. There is no set standard in government organization; each agency has a large degree of freedom in organizing itself internally and allocation necessary functions. Each agency does so according to the needs of its own missions, size, and problem. In fact, several agencies - the Internal Revenue Services, the Postal Service, and the Occupational Safety and Health Administration to name three, have entire training institutes - residential institutions - of their own.

TRAINING

In addition to that, the Office of Personal Management (formerly the Civil Service Commission) operates a training division with six branches of training, offering training courses to the rest of the federal government. The military agencies have by far the largest training establishments: That is one of their prime

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functions. But training is a concern throughout the government, and a large portion of the writing and publications work carried on in-house and via contracting out is intended to enable and support training programs directly and indirectly.

WHO DOES ALL THE WRITING?

All of this call for a great deal of writing, of course, many billions of dollars worth each year, and with the size of our government and our annual budget we should expect the bulk of that writing to be done internally, by government employees. Surprisingly enough, that is not the case. Rather, by far the bulk of such work is done externally, much as a requirement under larger contracts for engineering and manufacturing, but much also performed by individuals and organizations hire - under contract - for such tasks specifically. (In fact, for a few years I kept myself quite busy writing for government agencies exclusively, as an independent contractor). It is a market open to all, from freelancers to large corporations.

TYPICAL TASKS

Contracts let by government agencies for writing can range widely,, from hundreds of dollars to hundred of thousands - and even millions. Obviously, the large contracts are not for the freelance writer or small editorial business. On the other hand,, the large organizations often find that they cannot handle the smaller contracts profitably or efficiently, and thus often cannot compete effectively for small jobs and do not wish to do so. Finally, in many cases the smaller jobs are set aside for small businesses, and the large organizations are thus barred legally from competing for them.. However, to give you an idea of both the kinds of writing tasks and their sizes, here are some of those I was entrusted with as a small, independent contractor and freelance writer:

- * For the Federal Aviation Administration: A \$23,000 job to develop an "annual report", explaining the year's work in safety engineering.

- * For the Energy Research and Development Administration, \$6,000 to answer mail and develop a system to enable them to handle the job.

- * For the Public Buildings Service, \$3,5000 for an audiovisual storyboard and script.

- * For the Postal Service Training and Development Training Institute, \$600 to upgrade their rate manual.

- * For the Public Buildings Service, \$750 for a brochure about new procurement forms.

- * For the Forest Service, \$9,000 to develop an audiovisual training program in American Indian history and culture.

- * For the Occupational Safety and Health Administration (OSHA), \$2,400 for the development of curriculum plan for training health and safety specialties.

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SMALL-PURCHASE OPPORTUNITIES

Some of these contracts I won in competitive procurements through submitting the winning proposals: others were awarded to me under authority of the Small Purchase Act. This permits agencies to use purchase orders, rather than formal contract, in an accelerated and simplified procedure, with limited competition - even without competition, in many cases - for purchases under \$25,000. (the limit was \$10,00 at that time).

HOW THE GOVERNMENT BUYS

How the government buys and how to sell to the government are different subjects, but you should understand the basic system. By law all public purchasing for federal, state, and local government agencies is open competition. Therefore, although there are certain exceptions, contracts are aware as a result of sealed bids (awards to the low bidders) and competitive proposals (awards to those submitting the best proposals).

The federal government announces its needs and calls for bids and proposals in a daily publication called the Commerce Business Daily, published by the U.S. Department of Commerce and printed by the Government Printing Office. (Subscriptions may be ordered from either agency). State and local government announce their invitations in the classified advertising columns of daily newspapers under the head Bids & Proposals. The announcement tells you how to send for or pick up the solicitation package that will furnish all the forms and details necessary to prepare and submit your bid or proposal. However, all procurement offices want you to register with them by completing their bidder's application forms, which will put your name on bidder lists so that you will receive many solicitations without specific request for them.

The federal government has thousands of contracting offices (130,000 federal employees work in purchasing and procurement functions) all over the country. (There are more federal employees in California, for example, than in Washington, DC!) State governments do most of their purchasing via a central purchasing and supply organization in the state capital, while local government have purchasing officials in county seats, town halls, and city halls.

You should register - file the bidders application form - with every federal, state, and local government agency with whom you expect to do business. Getting on a maximum number of bidders lists helps in this case; it enables you to survey and choose from the maximum number of bidding opportunities.

MODUS OPERANDI FOR FREELANCE WRITERS

Writing is a custom service, and normally you would compete for a writing contract by submitting a proposal. However, because so many writing jobs are relatively small - qualify under the law as small purchases - many can be awarded without competition and/or a simple letter proposal. Direct, personal contact with

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government officials is by far the best approach for this work. Seek out the various government agencies and inquire who is in charge of publications, public information, and training. Make personal calls on these people and leave business cards, brochures, and capability statements, describing your background, qualifications, experience, and available resources (e.g., equipment, help, other factors that reflect the kind and volume of work you can handle,, how fast you can respond and turn a job around, and other relevant factors). Continue to make these calls and become a familiar figure in those offices. People in government have problems, as everyone does, and they often need help... For example, they too discover on Thursday, that they are shorthanded for a job due on Monday, or they have been handed a hot potato of a job by a superior, and they are eager to find a freelance writer who can help. That is opportunity for those prepared to handle it.

“EDITORIAL SERVICES”

In many cases the agency will ask you to simply do an “editing” job because they do not wish to acknowledge or even recognize and admit to themselves that they cannot do the job or have tried and botched it.. (Or, sometimes, that another contractor did the job and botches it, as they learned after they accepted the job and paid for it!) In such cases, writing and / or rewriting is required, often starting all over from the beginning.

Be prepared to recognize such situations, but do not embarrass the client by pointing this obvious truth out.. Instead, solemnly agree that what has been done is an excellent start and that, yes a goodly bit of editing is required; it was wise of the client to perceive this. Price the job for what is really required -writing/rewriting - but do agree that it is editing and bill for “editorial services.” Everyone is then happy!

Of course, there are cases where they do, in fact,need editorial services literally - editing, proofreading, typemarking and advice-consulting services, actually. Unless you object to doing such work, you can and should take advantage of this to cement your position with the agency and the individual client in the agency. It's good business to do so,,, and will usually pay off in future assignments and recommendations to others. (Repeat business and recommendations from a Department Labor office for whom I did some needed editorial “repair” work resulted in over \$65,000 in additional business).

You may at times find your self entrusted with “the whole ball of wax” - an assignment to handle the entire job, from initial research to having the final camera-ready to go to the printer. That happens quite often, and in the route to the larger and more profitable - contracts. (There are even occasions on which the government agency wants you, as the contractor, to have the publication printed and bound).

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For this reason it is advisable to have “associates” -illustrators, editors , and others on whom you can call for support when you are responsible for an entire program or publication.. It is mutually beneficial to have agreements with others, representing yourselves as associates, for any that you may want to call on others for support, which means, actually, sharing in a contract. That is, of course, to everyone’s benefit in marketing, for it makes marketing your services at least partially a shared function and - also an important consideration - it enables all of you to bid for the larger jobs.

Some freelancers in writing and other professional-services fields actually share office space and expenses and advertise as a firm of associates, although each has his or her own clients and projects, as well as cooperating on large projects. You may want to consider this after you have gotten established, if you wish to “graduate” to an office outside your home and pursue more ambitious projects than solo writing tasks.

BEST GOVERNMENT MARKETS

Government is not a single market. It is a whole population of markets. Not only are there hundreds of agencies - departments, commissions, administrations, and other organizations - but in many of these entities there are multiple markets. Momolithic although the government may appear to be, it is remarkably unstandardized and diverse in many ways, as already noted. Therefore, although you should make all efforts to learn the official procurement regulations in general, it is also necessary to understand that each agency has its own policies. For example, although the law permits the agency to spend up to \$25,000 via government purchase order, the agency’s contracting officer or other top official may restrict that to some lesser amount as the maximum that can be spent without a formal contract.

In general, the best government markets are the organizations that have their own, in-house departments or special offices for training and/or publications and other writing tasks.. That sounds like a strange idea to those not familiar with how large organizations do things, but the explanation is quite simple. The existence of a separate organization for such functions, as distinct from burying such functions in another office (usually Personnel), demonstrates that the agency has regular or at least frequent need for such work. Such organizations are almost characteristically overloaded and need help.. You will therefore usually find many more sales opportunities in such organizations.

Sometimes an organization does not by its nature furnish any clues to the probable opportunities for writers. I once found the Value Management offices of the General Services Administration, an engineering office, a rich lode of contracts for several years. And the Wind Energy Office of the Energy Research and Development Administration was another totally unexpected and unsuspected

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opportunity. You must be alert for such windfalls too.

FINDING OPPORTUNITIES

Although I am based in the Washington, DC area my government contracts were often in such distant places as Missouri, Montana and Orlando, Florida. It is not necessary, in most cases, to be near the agency. The government has offices and contracts everywhere. In fact, you can use the mail and telephone for most contacts; in many cases you never meet face-to-face with the customer, even in a long-term contractual relationship.

The most basic tool of marketing to the federal government is the government's own daily publication, the Commerce Business Daily (CBD). It can be ordered from the Government Printing Office, Washington, DC 20402, and both 6-month trial subscriptions and regular annual subscriptions are available. This publication lists hundreds and hundreds of government needs - bid and proposal opportunities - every day.

Write also to the Contracting Officer or Public Information Office of each major agency and request information about their procurement policies and practices. Many will then send you thick envelopes of literature - pamphlets, brochures, and even thick manuals explaining the systems in detail. A starter list - not a complete one because that would be too large for the space available here- appears at the end of this report. But you can get a great deal more information from any nearby office of the Small Business Administration (SBA), Department of Commerce (DOC), or General Services Administration (GSA). Be sure to visit any GSA Business Service Center near you or write the GSA in Denver, Colorado, a major federal center. For Government offices near you, check the telephone directory under "U.S., Government of."

State and local government advertise their requirements in the daily newspaper classified columns under Bids and Proposals. Be sure to keep an eye on those, and visit procurement offices in your state capital, county seat, and city or town hall.

The Government Printing Office operates a number of bookstores in which it sells a great many government publications, including most of the procurement manuals published by the various agencies. However, many of the agencies will furnish copies of those manuals free of charge, on request, as already noted above. That is one of the key reasons for writing them at the addresses listed below. (You may also request similar information from the purchasing and supply offices of your own state and local government offices. Many of them also publish thick manuals of instructions).

A FEW REFERENCES

GSA Business Service Centers are located in the following cities:

Boston

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New York

Philadelphia

Chicago

Washington

Atlanta

Fort Worth

Denver

Seattle

San Francisco

Kansas City, MO

Los Angeles

Houston

Some key agencies/offices to write (Contracting Officer or Public Information Officer) for information on procurement:

Small Business Administration 1441 L Street, NW Washington, DC 20416

General Services Administration 18th & F Streets, NW Washington, DC 20405

Department of Energy 1000 Independence Avenue, SW Washington, DC 20585

Department of the Interior 18th & C Streets, NW Washington, DC 20240

NASA HQ Contracts Division 200 Maryland Avenue, SW Washington, DC 20546

Department of Defense The Pentagon Washington, DC 20301

Department of Commerce 14th & Constitution Avenue, NW Washington, DC 20230

General Services Administration Denver Federal Center Denver, CO 80225

Environmental Protection Agency 401 M Street, SW Washington, DC 20460

Department of Transportation 400 7th St., SW Washington, DC 20591

Department of Labor 200 Constitution Avenue, NW Washington, DC 20101

Directorate for Small Business and Economic Utilization Policy,

The pentagon, Room 2A340 Washington, DC 20301